PUBLIC SAFETY

SEPTEMBER 1951

(Advertisement)

TRAFFIC SIGNS OF NEW MATERIAL PROVE SUPERIOR IN TEXAS

HOUSTON, Texas—Traffic control signs utilizing a revolutionary new base material are being made in Houston and sold nationally, it was announced by Harry Yonkers, president of Econo Signs, Inc.

Signs of the new material cost on the average 50 percent less than conventional metal signs, Yonkers said.

"Naturally such a big saving makes a hit with municipalities whose traffic control problems always outrun their budgets," he added. "But actually low cost is only one advantage of Econo signs. They also last longer and look better."

Duolux is the new base material being used in Econo signs. The material has been thoroughly tested in one of the worst sign climates in the country —the Texas Gulf Coast. Houston has more than 18,000 Duolux material signs in use now, and Dallas several thousand.

"Last Much Longer"

Houston traffic officials confirm that Duolux signs have been completely satisfactory. One official said: "Because of their low cost, as compared with metal, we find it's cheaper to replace with signs made of Duolux material than to repair old metal signs in our city sign shop.

"We've had thousands of such signs in use under all conditions. In our opinion, they actually last much longer than metal signs and are not adversely affected by bad weather conditions. They certainly look better longer."

Econo Ships Promptly

Output of Econo signs is not curtailed by material shortages. Most orders for standard Econo traffic signs are filled from stock and shipped at once. Non-standard signs are usually shipped within a week.

Many municipalities, Yonkers said, are taking advantage of a "Special Test Offer" the Econo company offers. This involves a trial order of standard signs in several sizes at a special price. "For a very low cost," Yonkers says, "cities are testing our signs under their local conditions, and seeing for themselves that Econo Signs do the job better and more economically."

(Advertisement)

Announcing

ECONO SIGNS for traffic control

Made of revolutionary new material!

Not metal, but better. Econo signs are fabricated of an entirely new base material, Duolux. Both sides are surfaced hard and smooth. Duolux is very light, yet incredibly hard to break.

Most important, Duolux doesn't rust, corrode, absorb moisture, swell, split, or crack.

More than 20,000 signs of Duolux material have stood up amazingly well under tough Gulf Coast weather conditions. Houston and Dallas have been using thousands of Duolux signs. They report it's *cheaper* to replace with these signs than to repair old metal signs.

Econo signs are enameled both sides, very easy to clean. Surfaces won't chalk. Coating and message colors are fast and fade-proof. All signs are available plain or with full reflectorized background.

Plain or reflectorized, Econo signs cost you just about *half* as much as metal signs of comparable size!

Write for Econo descriptive material, prices, and details of "Special Test Offer."

Advantages:

1. First cost, 50% less
2. Look better longer
3. Do not corrode, rust
4. Light, easy to handle
5. Paint "stays put"
6. National standard lettering, messages, sizes, shapes, colors AVAILABLE NOW!

Rusted old metal sign New Econo sign

Cheaper to replace with Econo than to repair old signs!

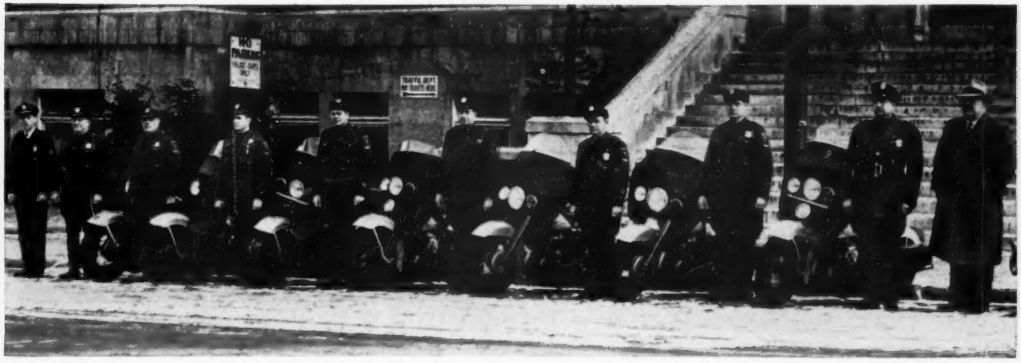
- **Sign sizes, shapes and colors** conform to Manual on Uniform Traffic Control Devices.
- **Lettering** as recommended by U.S. Bureau of Public Roads.
- **Non-standard** Econo signs made to order quickly. Write for prices . . .

ECONO SIGNS, INC.

P. O. Box 13164-RO, Houston, Texas

More Harley-Davidsons for Huntington, W. Va.

"Traffic violations must stop," says Police Chief



The augmented Huntington, W. Va., traffic squad, showing the 7 new Harley-Davidsons added to the squad. L. to r. are Sergeant Earl Duff, Officers N. P. Johnson, J. E. Triplett, Melvin Grobe, Charlie Miller, Fred Priddy, Paul Newlon, Robert Shy, Warren Fountain and Chief Whitten.

IN a continued effort to "crack down" on traffic violations, Huntington has increased its traffic detail to two shifts and added 7 new Harley-Davidsons. This gives the motorcycle squad a new strength of 13 machines and 14 officers. Radios have also been installed, and Chief Lon H. Whitten states that the city's traffic regulations will now be enforced "to the nth degree!"

In other communities throughout the country, traffic violation is also an ever-growing problem. And for its effective solution, more and more cities are increasing the strength of their traffic squads and adding more Harley-Davidsons.

Your city, likewise, can benefit from the use of more Harley-Davidsons. These big, powerful motorcycles are built especially for police work. Their easy handling, high acceleration, road-hugging stability, effortless steering, oil-cushioned riding ease and other features help the mounted officer do his duty more efficiently. Ask your dealer for complete information on the latest Harley-Davidson Police Motorcycles, Servi-Cars and Sidecars, or write . . .

HARLEY-DAVIDSON MOTOR COMPANY, Milwaukee 1, Wis.

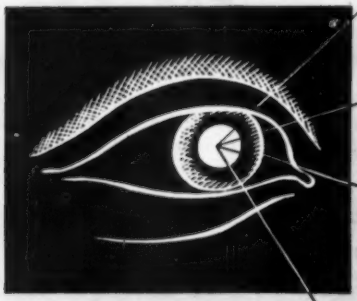
POLICE MOTORCYCLE MANUAL

You'll find many helpful ideas for your traffic department, in this new, illustrated 16-page booklet. It's chock-full of information about police motorcycles and their use in law enforcement and accident prevention work. Your copy will be sent promptly on request. No obligation. Write today.

HARLEY-DAVIDSON

MOTORCYCLES POLICE *SERVI-CARS*

BETTER TRAFFIC CONTROL



Simple Efficient Economical

MARK-TIME MANUAL PARKING METERS GIVE GREATER SERVICE TO YOUR COMMUNITY

Simplicity of design, Efficiency of performance, Economy of operation are the big SEE features of every Mark-Time Manual Parking Meter. They are positive assurance of long-lasting, continuous traffic control with an absolute minimum of operating expense.

When you invest in a Mark-Time Manual Parking Meter installation for your city, it's plain to SEE how greater revenue returns will result. With the Mark-Time Manual Parking Meter there are no hidden operating costs, no concealed "soft spots", no complex mechanisms to siphon off your profit into excessive maintenance cost.

That's why we receive hundreds of comments from city officials like this: "We have for several years been very pleased with our Mark-Time Meter installation . . . and we shall continue to extol the Mark-Time Meters."*

**Name furnished on request.*

Manufactured and sold in Canada by Ontario Hughes Owens Co. Ltd., of Ottawa, Ontario

MARK-TIME

M. H. RHODES, INC. HARTFORD, CONN.

PUBLIC SAFETY

SEPTEMBER, 1951

VOLUME 40, NUMBER 3

. . . BETWEEN STOPS . . .

OUR cover this month tells a doleful tale of the slaughter on our streets and highways that—the experts tell us—will add up to the millionth fatality come Christmastime. In fact, this is the main reason why we departed from our usual format to bring you this grim reminder, and to wish fervently that America would give the experts the well-known horse laugh.

Nothing would please us more than for John Q. Public to join in a conspiracy to prove the statisticians wrong. After reading about dozens of highway versions of Russian Roulette, we believe it's high time for John Q. to come up with a new game called "Play it safe." Object to keep on living and disprove the contention that we have to pay for progress with the life's blood of our people.

* * *

E. F. Elmmerhirt, city treasurer of Watertown, Wisconsin, isn't too surprised when an occasional slug turns up in the town's parking meters. He was nonplussed recently, however, when a check for a short beer, dated 1860, was found in a meter.

* * *

Everyone who knows Ned Dearborn, NSC president, knows that sooner or later—usually sooner—Ned will start talking safety. The picture below is proof that our prexy even tries it out on his dog! There's a reason, too. For just the other day the pooch—a toy Doberman Pinscher sporting the fancy monicker of Prince Michael—acted like a pedestrian and jaywalked across the street in front of the Dearborn home in Winnetka. In fact, he jaydashed, after a cat. So in the picture Mike (his week-day name) is being given some pointers on the Green Cross straight from the headman. We hope it takes!

IN THIS ISSUE . . .

Safety Stan, the Grocery Man . . . *Stanford Cohen* 4

You Can't Shrug Off Traffic Signs . . . *E. S. Burke* 7

Wanted: Top Level Traffic Planning . . . . . *Franklin M. Kreml* 8

Hats Off to Transit 10

Rehabilitating Repeaters . . . . *Herbert J. Stack* 12

It's Bike Safety in Any Language 14

Get Ready for Winter . . . . . *Ross G. Wilcox* 16

Meet Mr. M. E. First . . . . . *J. A. Carrothers* 18

Traffic at the Congress 20

The Traffic Toll . . . . . *H. Gene Miller* 32

Departments

Coming Events 27
Operation Safety 30
Traffic Posters 30
Green Cross News.....19
Loose Gravel 23
New Publications 26
Trade Publications 40

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REG. U. S. PAT. OFF.

"Public service programs pay off", says—

Safety

Safety Stan talks over common sense rules for living with a partner. Youngsters like adults to talk to them, not at them. Simple formula has paid tremendous dividends to this West Springfield, Mass., merchandiser, demonstrating that public service programs pay off.

Left: Commodious parking lot at supermart location furnishes patrons with tangle-free access to the store, bears out philosophy calling for accident prevention.

Stan THE GROCERY MAN

By Stanford Cohen

PUBLIC service programs pay off, but big! They not only give commercial sponsors a big bang out of the opportunity of doing something constructively helpful for their community, but they also add up to sales galore and money in the bank.

I must admit, however, that when we started our "Kiddieland Ballroom" radio program we weren't thinking of a public service program. But the response to both the program and its safety club was such that we no longer control the program; it controls us.

Personally, I live in dread of the day when Safety Stan, the Grocery Man (chief special operator of the Kiddieland Ballroom safety club) violates some traffic law. Right now I'm personally responsible for setting a good example to more than 8,000 members of our safety club. You get the general idea, don't you?

Just to give you a rough idea of the program that took over our merchandising, public relations, etc., here's a sample continuity from a recent show:

Play Record, Cut No. 1—Theme, Announcer, Theme, Announcer:—Cue: "And Here He Is—Stan, the Grocery-man."

Hi kiddies, and grown-ups, too!

I'd like to change the program about a bit today. So, before we all drink our milk to "Chug-A-Lug," I'm going to give you today's food-for-thought. Boys and girls, in today's mail, I received another one thousand safety badges. We now have over 8,000 "spe-

cial operators" in our Kiddieland Ballroom Safety Club. I'm really proud of each and every one of you. Now that we have another one thousand safety badges, you can help me by getting more members in our Club. Remember—all anyone has to do to join is come down to the Memorial Super Market and tell me three safety rules they observe. Some examples of good safety rules are: (1) I look to the left and to the right *before* crossing the street; (2) I always pick up my toys so that Mommy or Daddy won't trip over them; and (3) I never play with matches.

Now, I think it's time we had some music, and since today is Tuesday that means every one should have a nice tall glass of milk by the radio—all ready to drink while we play "Chug-A-Lug" . . .

Play Record, Cut No. 2 (One chorus of "Chug-A-Lug")

There you have it—a small portion of the program "Kiddieland Ballroom," a radio show made up of songs and stories and good advice. "Kiddieland Ballroom" has done as much, if not more, to bring us new customers than any other advertising media or individual promotions we have ever used.

First, I would like humbly to admit that Kiddieland Ballroom was a real stroke of luck. It was not planned. It was not an organized, well promoted campaign. The only credit we will take is that when we realized we had something good, we took advantage of it. We just put a small announcement in our regular ad.

The response to the program exceeded my wildest dream. We just happened to hit on the right formula. I don't know whether it was because my own children are of the pre-school age, but my copy was aimed at the 3-to-10 year olds. Most children's radio programs on the air today are for older children, and many mothers are very much disturbed over their kids listening to "blood and thunder" programs. Kiddieland Ballroom, therefore, filled a very definite need. This was apparent the very first weekend from the many comments of our regular store customers.

It started to dawn on me that maybe we really had something. So we

Turn Page

Every personality entering the community is grist for the safety mill. Bob Hope, above, appeared on the Kiddieland Ballroom show via Stan's tape recorder.

Gene Autry quipped with Stan and both recorded a hit with their juvenile jury. When top stars register their approval of accident prevention, the kids follow suit.

The author is Manager of the Memorial Super Market, West Springfield, Massachusetts. Mr. Cohen presented his experiences at the 14th Annual Convention of the Super Market Institute held in Chicago in May, 1951.

Safety Stan

bought a tape recorder with which I could interview children in the store and then re-broadcast their interviews over the air. This not only created interest in the store, but also increased the listening audience. You can well understand that every proud relative of the youngster was listening.

Our local independent radio station realized the public service value of this program and fully co-operated by giving frequent listening reminders.

The tape recorder paid for itself in the next couple of weeks when Gene Autry came to town. I made arrangements to record an interview—which was, of course, re-broadcast. A photo of Mr. Autry and myself duly appeared in the rotogravure section of our Sunday paper. A couple of weeks later, Bob Hope came to town and the same thing happened again. Having these celebrities, and many others, on the show and the resulting publicity added many listeners and prestige to the program—and customers to the store.

Two months after the start of the program, we moved into high gear, when we announced the beginning of the Kiddieland Ballroom Safety Club. Any program teaching safety to children is whole-heartedly endorsed by everyone in the community, especially the parents of young children, our best potential customers. It also gave us much additional newspaper publicity. I arranged for interviews with safety and police officials on the Kiddieland Ballroom program and made them "special operators" in the safety club.

Naturally, we co-ordinated our advertising. Our newspaper copy highlighted our radio show, and on the program we reminded our listeners to read our ad.

We also continued to build the program in the store. I always wear a white coat with a mike emblem on it, and I always have in my pockets lollypops and inexpensive gadgets that interest children. Before I hand a gift to any youngsters, they must first tell me what they have done during the week to help Mommy or Daddy. One mother said to me: "Stan, it's just like having a Santa Claus every week in the year. When Tommy doesn't mind me, I just tell him that I'm going to tell you—and he does everything I ask of him."

At Halloween we held a very successful party at our store (which incidentally, landed a picture on the front page of the morning paper).

It was so successful that we decided to do something for Christmas, too. We rented the largest theatre in Springfield for the Saturday morning before Christmas. And, on our regular program, two weeks before Christmas, I announced that free tickets would be available at the Memorial Super Market for all who wished to go.

All they had to do was come down to the store and tell me three good things they had done during the week, and I would give them their ticket.

To Page 37

Nearly 2,500 youngsters packed Springfield's largest theater last Christmas. Ticket of admission was three good acts during the week. Springfield's youngsters were amazingly dutiful and parents were amazed prior to and for long after the show.

When an advertising program combining public service features rates front page space, that's news in any field of enterprise. Safety Stan's Hallowe'en party packed Springfield theater and landed on the front page of the *Springfield Union* to demonstrate that public service programs are the best form of public relations and pay real dividends.

YOU CAN'T SHRUG OFF TRAFFIC SIGNS

By E. S. Burke
Supervisor, Safety Education Division, Georgia State Patrol

YOU can't shrug off traffic signs! You can bet your bottom dollar that every traffic sign and signal you pass on the highway has a definite reason for being where it is. The hospitals and cemeteries are full of ex-drivers who shrugged off some sign on the mistaken notion that whoever put it there didn't know what he was doing.

A great many intersections having "STOP" signs are deceptively safe-looking, but have a bloody history behind them that necessitated the original installation of these controls.

One way to regard the location of the common every day STOP sign is that it is spotted at its particular location because of tragedies that have happened to others. You wouldn't be far wrong if you thought of the STOP sign as being held up by the hand of a dead man. The experience of every motorist who has lost his life in an automobile accident at a street intersection shouts to us through the STOP sign: "S-T-O-P!" I lost my life at this intersection because I failed to stop, look and think. Don't you do the same." Maybe if we saw the stop sign in this light, as a warning for our welfare which has been brought on by the deaths of others, we would obey its message more carefully.

Each speed limit and warning sign is a silent testimonial to days and weeks of investigation and testing by traffic experts in their efforts to determine at what speed, and under what conditions, the road may be safely traveled. Entering into this are studies of the road's surface; what effects various weather conditions have on it; topography of the country through which the road travels; principles of intertia; and other factors that seldom occur to the average driver. No traffic signal or sign is thrown up at random simply because it is found lying around in a sign shop.

Where would you like to have your automobile accident? Near home? In the next county? Perhaps you'd prefer to crack up as far away from home as possible? Well, according to the records available, if you're driving your car and are involved in a fatal accident, the chances are high that it'll happen near your own front door. Last year, for instance, nearly three-fourths of all our fatal traffic accidents occurred within 25 miles of the home of the driver involved. So — drive in your own neighborhood just as you would in completely strange territory. And don't take the traffic signs and signals in your own stomping-grounds for granted. Remember that familiarity breeds contempt! Know your "Signs of Life"—your traffic signs and signals —but don't ever take them for granted.

Thanks to the "Manual of Uniform Traffic Control Devices for Streets and Highways," motorists can depend upon uniform signs while traveling on most of the nation's highways. Today, highway traffic signs have been standardized to the extent that a good driver should be able to tell the meaning of a highway sign by its shape.

There are five basic traffic sign shapes — round, oblong, diamond-shaped, eight-sided — and the crossbuck. The round sign carries only one message—it tells that you're approaching a highway-rail crossing. The oblong signs are regulatory—speed limit signs, no parking signs and the like. Diamond-shaped signs warn of conditions calling for slower speeds and more caution. "Curve" signs are examples of these. The eight-sided sign is another lone wolf. It means only one thing, never anything else. The eight-sided sign means STOP. Ignore just one "stop" sign, however, and you may find yourself suddenly up to your chin in the twisted steel of what used to be your car. The last, of course, is the crossbuck — those two white crossed-arms you see at every railroad crossing.

If every motor vehicle operator would always *stop, look and listen* before driving across any railroad tracks —and never attempt to cross when a

To Page 27

WANTED: TOP LEVEL TRAFFIC

By Franklin M. Kreml,
Director, Northwestern University Traffic Institute

THERE is this important relationship between traffic and business.

Traffic congestion and delay materially reduce the purchasing power of the American public, for two *billion* dollars is lost annually through inability to park, inadequate terminal facilities for loading and unloading, and delays in movement. In Chicago, for example where we have made a detailed study, the cost of traffic congestion is conservatively estimated at $53 million a year. In a period of higher and higher taxes these losses are critical for the businessman and the property owner as they seriously reduce buying power.

Bad traffic conditions reduce trade volumes. Customers will shy away from a place of business which is inaccessible or lacks terminal facilities.

The necessity of establishing outlying stores at greater overhead and at greater capital investment further adds to the cost of doing business. It raises the unit cost and tends to reduce the amount of trade. Decentralization of this type—a trend throughout the country today—results not only in higher costs of doing business but, very importantly, it has an adverse effect on government service.

Chicago did not begin to move on its central city traffic problem soon enough. Factors of mass transportation, movements of motor vehicles and pedestrians, provision of adequate terminal facilities for the loading and unloading of free wheel transportation —customer transportation, taxi-cabs, private autos—were neglected too long.

The fact that adequate government service isn't available means that the situation deteriorates all the more rapidly. More people are anxious to get out more quickly because of the poor service. The very thing which caused the problem—traffic—has even less attention given to it than it had previously. In this situation the only alternative for the giving of poor service is to collect more from each individual taxpayer. This further increases the cost of doing business and makes it less desirable for business to establish itself, to expand in that area. This applies particularly to the new business which will compare the tax rate in the central city area against the services it gets and find that it can do better on all counts in the outlying districts.

This is happening here as well as in other places in the country, although once the trend is established in the western states, it's going to be worse, in my opinion, than it is in other cities in the East, particularly, those east of Denver. The reason for this is that they do have large mass transportation systems, and because of the economic investments therein will continue to bring some substantial number of customers into the central cities because this is the way a mass transportation system is built. It radiates from the central cities. This is not true on the West Coast and the central cities can dissolve much more quickly than will be the case in the eastern cities.

Decentralization is here to stay. There is no use trying to stop it, and

Digest of an address made by the author before the Central Business District Committee, Oakland, Calif.

I don't want to be in the ridiculous position of appearing to oppose it. Decentralization began with the development of the wheel. It gives evidence of the expression of the sociological urge which all men have to go out where there is more space, where there are trees and grass and mountains and water. This is as old as man himself and we are not going to change it. This decentralization is good—particularly in an atomic age—if it is slow and orderly so that economic and tax readjustments can be made, so that the laws can reasonably keep up with the facts of economic life in such a decentralizing situation. But what we are now experiencing is a large decentralization in a single generation.

Today we are artificially stimulating and accelerating decentralization because we are not dealing effectively with the problems of traffic as we can and should.

While this decentralization is bad if it is artificially stimulated, we must recognize, as I have already indicated, that it is here to stay. We are going to decentralize in the next 50 years. We are not going to see the kind of cities that we have seen in the past. That's probably a good thing for the country and the people. However, even this decentralization is no answer. It is no answer to the traffic problem, because we have it everywhere. And we have it in an intensity that is in direct ratio to the demand for curb space and movement. All that we do is disperse the problem. We don't relieve the intensity.

Before the war we had 34 million motor vehicles registered in the United States. During the war this dropped to 29 million. In 1945 we thought that by 1960 we *might* have 52 million. Today we have over 48 million cars, trucks, and buses.

In the District of Columbia, the U. S. Bureau of Public Roads made a careful study, on which to base a forecast of the traffic volumes for succeeding years in the District. Today in the District of Columbia we have traffic volumes which coincide precisely with the forecast the Bureau of Public Roads made for 1960! This is some indication of how rapidly the problem is growing.

This rapid growth of the problem may be decelerated somewhat by our going onto a war basis industrially and economically, but it will still continue to grow. If we don't have a major depression, as soon as whatever controls on the manufacture and sale of motor vehicles are released, then all this potential buying power is going to rush in and we will have another big upsurge just like we did following the last emergency.

Businessmen are increasingly interested. However, the interest isn't enough unless it is channelized. It has to be channelized behind an orderly program developed under governmental leadership. This is not a problem which can be met by lay groups alone. It must be met by government. But the public of course has to work through government and get behind government and maybe even sometimes *prod* government to get these things done.

The techniques of dealing with this problem of movement, for example the problem of congestion, of parking, are many: One-way streets (which frequently double the flow and cut the accidents), off-street parking and street parking restrictions, banning of angle parking, the development of arterials and/or expressways, particularly in furtherance of a master street pattern, pre-determined, of course; improved enforcement and supervision by police and courts, pedestrian regulations, better street lighting, parking meters, improved signs, signals, and markings.

These are just *some* of the techniques for improving the efficiency of traffic. None of these is a miracle drug! There is no penicillin in the traffic business. All of these things are essential—properly mixed, properly put together in furtherance of a basic plan they will do much to ameliorate the problem and to bring some relief in the worsening economic situation resulting from traffic.

The trouble so frequently with nongovernmental people, even our leading businessmen and industrial leaders, is that they come in and *demand* that this thing or that thing be done, and, by pressure, get those particular things accomplished. This sometimes improves the situation, but more frequently causes it to worsen for the reason that the government is not organized to deal effectively with the situation.

That's not the way to get the job done. You must organize your government to deal with this problem effectively. The government has to do a lot of things if it's going to be equipped to deal with the problem. Then you can expect and demand of the government that it use that machinery and use that equipment to deal with this problem and produce an improved situation. Many cities have done this. They are some of the better cities in the country.

Now what must government do administratively to deal with this problem effectively? Well, first of all there has to be a sound basic law—patterned from the Uniform Vehicle Code and Model Traffic Ordinance—and as part of this requirement of law there must be good zoning. If we have a *good zoning* law, a good traffic ordinance

To Page 23

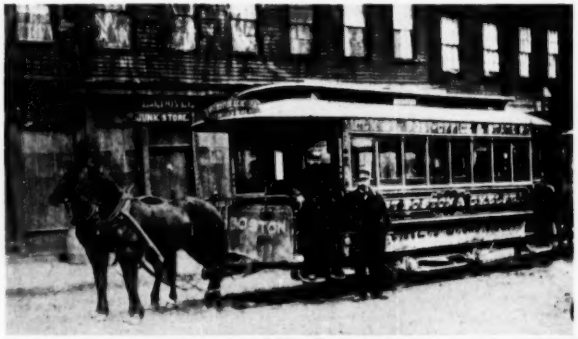
PLANNING

The second reason we have this problem is that too few of our municipal governments have been willing to recognize the important responsibility that they have to the community for providing the necessary legal ground work, the legal base for dealing effectively with traffic, and to spend *enough* money to do a good job. That second part of their reluctance has frequently stemmed from the reluctance of the businessman to see very much money spent on traffic.

The police agency needs the support of the government for the job of enforcement, and the support for the flanking activity of traffic engineering and capital development in terms of off-street parking and other improvements. Behind these must be the businessmen, who have an interest in this, giving an enlightened, unselfish, and courageous support of a type that will improve the economy throughout the central city area. In the long run everyone will all be better off if they realize that we are all in the same boat!

HATS OFF TO TRANSIT

Modern mass transportation facilities have certainly come a long way from the horse car (top) which was the last word on the lines of the Boston Metropolitan Railway in 1870. Quite a contrast, isn't it, between today's streamlined transit vehicles below. Trolley bus, motor bus and street car are excellent examples and property of the Kansas City Public Service Co.



HATS OFF to TRANSIT! For a century marked by continued contributions to both traffic and employee safety, the National Safety Council saluted the transit industry with a special Award of Honor for 100 years of service to safety.

It was a deserved tribute. Transit has made an increasingly important contribution to the safety and well-being of Americans in every metropolitan area in the land, and the Award of Honor recognizes this fact.

Presentation of this award was made by NSC President Ned H. Dearborn to the representative of the transit industry, H. L. Bollum, president of the American Transit Association at a special luncheon of transit executives and government officials held at the Waldorf Astoria Hotel, New York City, on August 30th.

The luncheon meeting served as a send-off to transit companies all over the country that will be celebrating Transit Progress Day on September 24, 1951 with the theme of "100 Years of Transit Progress." Also, on that day, NSC representatives will present copies of this award to individual transit companies throughout the country.

In presenting the award, Mr. Dearborn cited the long record of achievement by transit companies in the United States and Canada, an achievement all the more commendable because of the constant exposure of transit vehicles to accidents on the streets of our American cities. He congratulated the industry for its constant vigilance and particularly for its ability to improve its accident record in years such as 1950 when the general trend of traffic accidents was upward and the volume of traffic and accompanying traffic congestion was at an all-time peak.

While the "omnibus," a horse-drawn coach seating 12 to 18 people was introduced as early as 1831, it was not until 1851, when Millard Fillmore was president, that the famous horsecar was put into general service. Originating in New York, the horse-drawn car with its iron wheels running over iron rails, marked the beginning of formalized city transit systems as we know them today. Within that decade, the 1850's, use of the horsecar spread to Boston, Baltimore, Chicago, Philadelphia, Pittsburgh and Cincinnati.

Through this expansion, transit came into existence as an industry—one which was destined 100 years later to provide 17,000,000,000 passengers annually with the principal form of public transportation in every city of any size in the nation.

The 1880's were the outstanding years for the horsecar business, with over 100,000 horses and mules and 18,000 horsecars on 3,000 miles of track throughout the U. S. Provision of adequate transit facilities permitted cities to enlarge and led to wide suburban development.

Competition from newer methods of public transportation quickly changed the picture for the horsecar during the 1890's when a general drop in annual

use took place, and by 1900 the horse-car had almost vanished.

The Cablecar

Meanwhile, in San Francisco during 1873, another big advance in transit had occurred—birth of the cablecar. After their original success in San Francisco, cablecars were given strong support by construction of a big system in Chicago, beginning in 1882. Philadelphia organized a cable railway in 1883, followed by New York, St. Louis, Oakland, Denver, Washington, Kansas City, Cleveland, Providence, Seattle and Baltimore. All of these have long since ceased operation except in pioneer San Francisco, where several cars are still running there by popular demand.

The Electric Street Car

Montgomery, Alabama, was the first community in the world to operate a city-wide electric transportation system, opened in 1886. There had been efforts to run transit vehicles by electricity from storage batteries in earlier years, but until the electric generator was made to generate electricity when whirled by mechanical means in 1873, all attempts to provide sufficient electric power had been too expensive and impractical.

After development of the electric generator in 1873, carrying the current to the car became the main problem. Transit routes usually ran along streets, and a "third rail" could electrocute men and animals coming in contact with it. This difficulty was overcome by use of the overhead wire and trolley pole. After that, the electric trolley era was firmly established within a few years when Richmond, Va., the first commercially successful electric operation, followed Montgomery and was joined later by Minneapolis, St. Paul, Cleveland, St. Louis, Pittsburgh and Tacoma.

In Greater New York, the first trolley line using overhead wires was built in Brooklyn during 1891. New York proper and Washington, D. C. operated an electrified system using underground conduits for obtaining electric power.

A census of street railways in 1890 showed that there were 1,260 miles of electrified track, 5,700 miles of track operated by animal power and about 500 miles worked by cable. Twelve years later, a similar census revealed that electrified track had jumped to 22,000 miles while animal traction had fallen way down to 250 miles. Only a few cities still operated cablecars in 1902.

By 1912, a passenger could ride all the way from New York to Boston on connecting street cars at a total cost of $2.40 paid out nickel by nickel.

Electric railway growth continued until 1917 when the industry had 80,000 passenger cars running on 45,000 miles of track. Thereafter, many unprofitable lines were abandoned as the motor bus began its growth. Some of the discontinued trolley lines had been making small profits during previous years when wages were lower, but they could not make the grade in the post World War I period of higher prices and wages.

Riding on electric railways continued to increase for a few years even after trackage decreased, reaching peak years during 1917-1923. But then rail traffic began to fall off as the trolley car slowly gave way to the motor bus or electric trolley bus.

Elevated Railways

Throughout the late 60's and the 70's, crowded street traffic brought demands in a few of the bigger, rapidly growing cities for some way to move people faster and at the same time cut down increasing street congestion. One of the answers was construction of the country's first elevated railway in New York. The original section, about half-a-mile long, was opened to public demonstration in 1868. Cars were pulled by cable operated by steam engines at points along the route.

Chicago opened an elevated railway in 1892. Six years later another was begun in Boston. Brooklyn, by that time a part of Greater New York City, erected an elevated rapid transit system soon after.

Electric locomotives on elevated railways were first used by Chicago's Metropolitan West Side Elevated Railroad in 1895. Then the older steam locomotive elevated company in that city, South Side Elevated Railroad, became interested in electric operation, and engaged as consultant Frank Sprague, who had successfully electrified the Richmond, Va. street railway.

Sprague developed a plan for equipping each car of the train with a motor and main control, operated from a single master control at the front end of the train. Called the "multiple unit control," it was applied with great success to the South Side company's cars. Brooklyn and Boston adopted the Sprague idea soon after, and eventually it came to be used on all elevated railways, subways and electrified suburban railroads. It is still the control used on rapid transit trains, and completely did away with locomotives in that field.

Subways

To most people, underground rapid transit operations have always had a special fascination. The subway came into being in London, England. During 1863, its first year of operation, about ten million riders were carried beneath the narrow, badly congested streets of that famous city.

After observing the success of the new London subway, an American rail-

To Page 28

NATIONAL SAFETY COUNCIL

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FLEET NEWS

REHABILITATING REPEATERS

Herbert J. Stack,

Director, Center for Safety Education, New York University

WHAT can we do about the fellow who is having repeated accidents? This is one of the common questions asked by fleet supervisors. We know who they are, they say, but just what can we do about it?

I would like to point out some of the things that are being done by some fleets. Obviously, there is no one solution. Methods that work well in one fleet will not work in another.

One of the first things we will want to know is what is wrong with the repeater. Just why does he get that way? Why is it that one of your drivers will go several years without a reportable accident, while another may have several a year, and this though both operate the same type of vehicle and cover about the same mileage in the same sort of traffic conditions?

Fleet supervisors often describe their drivers in general terms. They call some reckless, careless, thoughtless, chancetakers, unreliable, trouble-makers, and the like. And it is quite true that some repeaters do show one or more of these personal traits. It remained for research studies, however, many of which were conducted by the Center for Safety Education, to discover some specific facts about accident-repeaters. While we have conducted several studies, I would like to point out only a few of the findings of a study conducted recently in cooperation with the Connecticut Motor Vehicle Department and the Michigan State Police. I shall not give all the details of the study, for we are not concerned with them at this time.

We found that accident-repeaters have the following general tendencies:

1. They are poorly informed regarding driving practices, rules of the road, and general safety "know how."

Digest of an address before the Commercial Vehicle Section, 20th Annual Safety Convention, Greater New York Safety Council.

2. They are emotionally unstable: they tend to "go to pieces," "blow their top," get excited, especially in emergencies.

3. They have poorer attitudes. To mention but a few revealed by the study, they prefer higher driving speeds, tend to be more reckless, have an overenlarged idea of their ability to absorb alcoholic liquors, and are not in favor of enforcement. Some of the Connecticut repeaters said that they could take as many as 18 cocktails before their driving would be affected.

4. They tend to have poor motor or physical control. For those who might think that motor control means control of the engine, we hasten to explain that it means control of one's own body; it might be called physical coordination.

5. They have a record of repeated violations, and violations and accidents go hand in hand. Show me a man who has repeated violations and I will show you a man who is "out looking for an accident"! We sometimes say that a violation is a symptom of an accident.

6. Repeaters seem to be people who have had an accident record. Sometimes we find that they have a record of accidents during a period and got over it, much as one gets over a disease. There are various explanations for this sudden accident record; sometimes it is due to mental illness, family problems, or to financial worries. We will discuss some of these later.

7. From the standpoint of vision there seems to be no great difference between the vision of accident-repeaters and the accident-free. The same can be said for blood pressure. While more cases of poor vision will be found among repeaters, the differences are minor. This does not mean, however, that good vision is not important in driving, or that one should not continue to take visual tests. Very often visual defects are brought out through examinations and can be corrected, and improved performance will result.

There is a difference between accident-prone drivers and accident repeaters. The "prone" are those who tend to have accidents because of physical of psychological characteristics, or weakness in their personality; it is part of their makeup. A repeater is one who has had repeated accidents, but they may be due to outside factors, or to difficult driving conditions or heavy mileage. We ran into one colored tavern keeper in Detroit who apparently had an accident almost every time he took the car out of the garage. Mr. Jones, we will call him, used to drink a quart of liquor a day—and complained that he must be getting old, because he just couldn't take it nowadays! Fortunately for him and for the good citizens of the Motor City, the State Police persuaded him to give up driving by awarding him a permanent revocation.

Dealing with Repeaters

Because of the variety of fleet organizations, what will work well in one, will fail in another. The size of the fleet, its distribution, union cooperation, insurance carrier, type of training program, attitude of management—all of these, and other factors, will determine what can be done with repeaters.

1. Driver Selection and Training

The best time to eliminate the potential repeater is during the selection and training process before he is actually on the payroll. There was a time when the manpower situation was tough, but today fleets can afford to be selective. Time spent in hiring the best drivers possible and adequately training them is time well spent. Personnel and safety departments should use the various methods that have been developed.

Truck and bus drivers range from

50 to 100 in ability and performance as drivers. Certainly a fleet doesn't want to take on 50 per centers if it can hire 90-100 per centers through a selective process.

Incidentally, Marland K. Strasser, director of the Education Division of the Accident Prevention Department of the Association of Casualty and Surety Companies, recently completed a doctor's thesis at New York University in which he studied practices for selection and training and recommended a program that should be valuable to fleets. This study is not available at present but will be published sometime this year.

The Association is very much concerned with improving the accident experience of fleets. Through its financial support of the Center for Safety Education it enabled us to conduct a series of studies, including the work of Brody, Siebrecht, Kramer, and the Connecticut and Michigan studies of repeaters referred to earlier.

All of these have been published, as have the studies of DeSilva at Harvard, Lauer at Iowa State, Neyhart at Penn State, and the American Transit Associations research. Fleet supervisors and managers should be on the alert for new ideas that will help improve their safety program.

Although insurance loss-costs in recent years may be nothing to boast about, it is at least interesting to consider what they might have been if it had not been for improved fleet practices and the efforts of insurance carriers.

Fleets should use the best selection and training program they can set up. It will pay dividends. If your fleet is too small to maintain a school, be sure that every new driver is given special instruction. Cooperate with your insurance carrier, arranging for meetings to discuss safe practices. Since repeaters as a group tend to be poorly informed, efforts should be made to give specific instructions rather than a lot of generalities. If drivers show incompetence or signs of accident-proneness during the 30 to 60-day period, that is the time to drop them—otherwise they may become liabilities to the fleet safety record.

2. *Accident Investigation*

Every accident should be investigated, including minor ones, for they are sometimes symptoms of bad practices. Representatives of the safety department (when possible, the superintendent) and in some fleets the representative of the insurance carrier, should assist in this investigation. The most important objective of the investigation is to find the *specific and underlying causes* and to *fix responsibility*. Essential reports must be filled out and the records prepared for a hearing.

The investigation should disclose just what driver errors caused or contributed to the accident, for the basic job now is to prevent repetition of those practices. Was it following too closely, improper practices in backing, weaving in lanes or cutting in too sharply? Was the driver poorly informed about safe practices or was the accident due to his attitudes? It will generally be recommended in a large fleet that he go back to the training school for at least one day.

3. *The Hearing*

The hearing is closely related to the investigation. It is a most important step in dealing with the repeater. After any accident the hearing should be held as soon as possible. A good hearing becomes very useful in changing *attitudes*. State motor vehicle departments have also found it a most useful method for handling repeaters.

The review should be attended by the following: superintendent or foreman, fleet supervisor, the union, sometimes the insurance carrier, and the driver. While it will be conducted informally, enough time should be taken to discuss the case thoroughly, so that all parties concerned will leave the meeting well satisfied. The hearing should be a friendly discussion about what can be done to improve the driver, rather than for fixing guilt.

The discussion, in case the driver is found negligent, should be turned in such a way that the driver will leave thoroughly convinced that he has had a square deal and must mend his ways. The union can have a strong influence on the men in most fleets.

In all cases, however, the driver should go back to training school for a day or more, or one of the instructors should work with him to improve his practices.

4. *The Clinic*

After the first or repeated accidents, it may be observed that the driver apparently has certain disabilities: vision, hearing may be defective; he may be poorly informed, nervous and irritable, emotionally unstable, and the like. The fleet may have testing apparatus that can be used for checking these conditions, or they may be checked by the doctor; or the driver may be sent for testing at one of the psychophysical or medical clinics.

This situation should be handled carefully. For example, if tests indidate disabilities, the driver should be referred to a competent eye specialist. Foreman and safety men should try to be helpful in case of family or financial difficulties that may result in worries and inattention on the job. This is likewise a responsibility of the union. Many accidents can be traced to loss of sleep, worry, heavy drinking, and the like.

Throughout all of this there must be a friendly atmosphere. The foreman and safety representatives should have a genuine interest in the welfare of the men, and they in the safety job of the fleet. All of this makes for good morale, loyalties, and a feeling on the part of the men that they are working for a fine company. Smouldering resentment over injustices, fancied or real, should be aired and cleared up.

5. *Serious Accident-Repeaters*

The hearing, followed by testing and retraining, will ordinarily do much to cut down repeating. But there will be some instances in which repeated accidents show that a driver can't make the grade. Obviously, when an operator has four or five times the accidents of the average driver on a mileage basis, there is something seriously wrong. If this cannot be corrected, he should be shifted to an easier operation or a different job. Some serious repeaters may become such a liability to their fleet, causing such serious losses, that they may deal a body blow to the company—especially in case of the small fleet.

6. *The responsibility of the Union*

Throughout this discussion there have been several references to the place of the union. A strong union with thoughtful intelligent stewards or committeemen can be a great asset in fleet safety. Clearly, the type of program that we have recommended for accident-repeaters is in the best interests of the union, since this program's chief object is improving the driver. Any activity that tends to reduce accidents involving their membership should be of primary importance to union leadership.

Drivers who have repeated accidents can be a serious menace to the accident record and the insurance costs of the fleet. Repeaters as a group show certain types of weaknesses or disabilities —faulty attitudes, poor skills, lack of information about safe practices, and visual defects. Any one of these weaknesses may result in repeated accidents.

IT'S BIKE SAFETY IN ANY LANGUAGE

YOU can say it in any language under the sun, including sign language or smoke signals, but bike safety adds up to the same thing no matter how you say it.

Newton, Massachusetts, and Copenhagen, Denmark, for instance, are separated by lots of water, a couple of continents and the barrier of language, yet the bike safety problem requires the standard treatment despite all the superficial differences between the two places. And the techniques used in meeting the problem posed by bikes in traffic are strangely alike; differ only in emphasis.

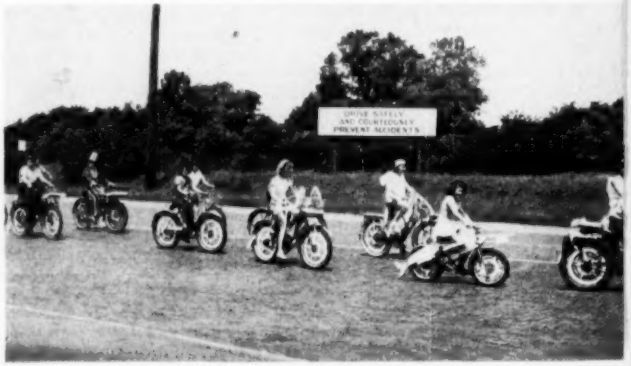
Take Denmark. The bike problem is really serious since more than 700,000 bicyclists contend with motor vehicle traffic for right-of-way on Danish highways.

Biggest problem affecting the Danes is to separate the two kinds of wheeled traffic, and Danish traffic officials follow the time-honored formula of engineering, education and enforcement ——the three E's of traffic safety—to keep bikes to the right on Danish streets and highways.

Pavement markings on Copenhagen streets warn cyclists to keep to the right, while on other thoroughfares, railings intervene between bike and motor vehicular traffic. The Danish Ministry of Justice saw to it that posters placarded these palings with an admonishing finger and the slogan: "Do as I do—Keep to the Right."

Denmark is divided into 71 police districts. In every district, Ulrik Duurloo, director of the *Justitsministeriets*, the Danish government's equivalent of our National Safety Council, has one or two representatives to keep the bike safety program in high gear and rolling.

Middletown, Ohio, honors the safest bike riders annually by featuring them in the big bicycle parade sponsored by the Safety Council and Montgomery Ward & Company. Paul E. Wilson, Council director, finds event top program.



Danish bicyclists these days are trailing "Do as I do—Keep to the Right" banners from their saddle seats and the bikes following them are decked out similarly. When the bike traffic is thick, the streets and highways of Denmark bear a marked resemblance to a safety parade.

Big psychological factor is that in each of the 71 police districts the No. 1 man on bike safety is either the chief constable or a prominent member of the Danish accident prevention society. With top level interest bearing down on bike behavior, it is small wonder that the Danes are mindful of their manners in traffic.

Across the sea in Newton, Massachusetts, bike safety rated attention, too. The Newton Police Department and Recreation Department joined hands in a cooperative program aimed at keeping the towns young bikesters alive and kicking.

Under the joint direction of Chief Philip Purcell and Commissioner of Recreation Evan C. Johnson, a survey of bicycle riding habits in the city showed that the children apparently lacked proper instruction and knowledge for the safe operation and care of their bicycles. As a result, a plan was devised whereby Safety Officer Thomas L. McEnaney visited each of the city's 24 supervised playgrounds during the summer.

Playground supervisors enthusiastically endorsed the plan by encouraging the young bicyclists to attend these safety lessons and demonstrations. The maintenance division of the Recreation Department laid out the course on each playground. As a result of their efforts, large groups of children were met by the safety officer at each playground.

In sport shirt and slacks, Officer McEnaney rode to each playground on a bicycle, purchased by the department for the occasion. This proved to be of tremendous value in getting the children into the spirit of making a game of it—in keeping with the feeling of vacation time.

Sitting on the grass in the shadiest part of the playground, the officer first would give a talk on traffic safety with particular attention to bicycle safety rules. Various signs used for traffic control were also shown.

After this informal talk, the children participated in a question and answer period which proved to be enlightening to both the officer and the children.

Riding demonstrations and instructions started with the officer demonstrating proper balance between two parallel white lines, 100 feet long and four inches apart. With both hands on the handlebars and one foot on the pedal, the bicycle was pushed with the free foot; all the while keeping both wheels within the lines. When the end of the markings was reached, the procedure was reversed; the rider returning with the feet interchanged. At about ten feet from the original starting point, he would coast to the end with both feet off the ground. In addition to giving the children practice in control and balance, it allowed the officer to assist them in proper coordination.

Next was shown the safe procedure in mounting and dismounting for both boy's or girl's bicycles. The rider was instructed to first place his "outside" foot on the pedal with his hands on the handlebars. When starting, the bicycle was pushed with the free foot and the "inside" foot swung over the saddle or through the frame, as the case may be. The mounting had to be completed within ten feet from the start. This course was conducted within parallel lines three feet apart and 150 feet long. After riding through the lines to the end, he would make a turn and return through the lines, gradually braking at about ten feet from the end and dismounting at the exact point where the lines ended.

The third demonstration was held between white lines fashioned into an "S" curve. This course was also three feet wide and on it the child would demonstrate his ability to handle the bicycle on winding roads or curves.

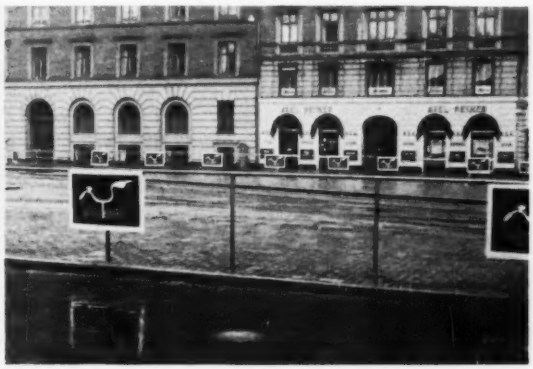
On the fourth course, which was a 15 foot wide curve, the children would start at a point a short distance from the open end of the white lines and then enter the course riding as rapidly as possible. They were instructed to keep within three feet of the inside arc while completing the curve. In this manner the child could really feel the centrifugal thrust of the bicycle while rounding a curve where control is so important. It was especially effective on the grassy playground where it was more slippery than normal but where they could not get hurt in case of a spill.

The last demonstration was conducted on simulated intersections each 15 feet wide. One represented a crossing and the other where one road meets another without crossing. On these two diagrams a great deal of time

To Page 26

Newton, Massachusetts, bike riders have something to celebrate too. Youngster gets a prize from Chief Philip Purcell as Evan Johnson, far left, and John Donahue look on.

Across the sea, in Denmark, bike riders are admonished "Do as I do, Keep to the Right" via posters placarded along the railings that separate cyclists from motor vehicle traffic.



GET READY FOR WINTER

By Ross G. Wilcox,
Secretary, NSC Committee on Winter Driving Hazards

TOO few drivers realize or recognize the added hazards of winter driving stemming from inadequate traction and reduced visibility. These are the chief reasons for the increased death rate during the winter months.

Inadequate traction on road surfaces is primarily due to snow and ice and, to a lesser degree, to wetness, particularly on certain types of pavement. Combined with inattention, carelessness, and faulty driving practices, poor traction often results in skidding, a factor frequently contributing to motor vehicle accidents.

In one out of six fatal accidents in 1950 the weather was rainy, foggy or snowy. An unfavorable road condition—wet, muddy, snowy or icy—was reported for one out of five fatal accidents.

Reduced visibility in winter driving generally involves one or more of three circumstances: Longer hours of darkness, inclement weather conditions due to snow or sleet storms, fogs, mists, etc.; and obstructions to driver vision from frost, ice- or snow-covered windshields, snowbanks, etc. Under present traffic volumes and speeds, good visibility is of prime importance and lack of it has undoubtedly contributed to many accidents.

Reports from 20 states last year showed that in one out of five fatal accidents the driver's vision was obscured. Nearly half of the objects obscuring his vision were on the vehicle itself, such as rain, snow or sleet on the windshield.

In an effort to learn more about the causes of winter accidents, and how to prevent them, the National Safety Council's Committee on Winter Driving Hazards was established in 1939. Since that time, it has carried on a combined research and educational program, aimed at finding the facts and reporting those facts to the public. The research phase of this program has included stopping, traction, and cornering ability tests of passenger cars and commercial vehicles on snow and ice under a wide variety of conditions. In conjunction with this test work, the Committee has conducted special statistical studies of winter traffic accidents. These studies have related accidents to season, time, location, condition of the road surface, visibility, etc.

Based on these findings, the Committee has conducted an intensive educational program to get these facts to the attention of the driving public. While this work has not produced a panacea for safe winter driving, the factual data developed have made it possible to offer practical and realistic advice for the average driver.

Although the Committee's educational efforts have been directed primarily to the driver, the prevention of

winter driving accidents is a dual responsibility which must be shared by the public official as well as the driver.

At first glance, it may appear that there isn't much that the traffic official can do about the weather, but actually there is a great deal that he can and should do about it. Here again, the application of the three E's—engineering, enforcement, and education—can effectively counteract the added hazards of winter weather.

The Engineering Approach

It is a major function of state and city highway departments to keep roads open and in safe condition for winter use. The problem is largely one of ice and snow removal or treatment with chlorides and abrasives. Needless to say, maximum safety is provided when the snow and ice are completely removed, leaving a bare pavement surface. This is a highly recommended practice, especially on heavily traveled streets in metropolitan areas.

Where complete ice and snow removal is impractical, abrasives treated with chlorides should be freely spread at all intersections and other points where stop-and-go driving prevails. Complete sections of highways should be similarly treated if they carry heavy traffic volumes or have experienced a high number of accidents involving an icy or snowy surface.

Practically all highway departments endeavor to remove ice completely from pavements as soon as possible by the best available method. Various types of plows and graders are generally used for this purpose. The direct application of chlorides is practiced by some states and cities to cut the bonded ice and packed snow from the pavement so that graders and plows can work more efficiently.

In addition to these more or less routine maintenance operations, other engineering improvements need to be undertaken where their need is shown through accident records. Some of these fundamental engineering remedies include the improvement of existing traffic control measures, such as reflectorizing signs, relocating signals, etc., and adapting new measures such as the establishment of speed zones, the addition of advance warning signs, etc.

A really serious accident situation may indicate even broader engineering improvements, such as changes in road alignment, radius and elevation of curves, crown of the roadway, etc., or the erection of guard rails, widening and stabilizing of shoulders, removal of fixed objects on shoulders such as trees, etc.

The nation's defense program will undoubtedly require winter maintenance of heretofore secondary roads that now are primary means of access to industrial plants and factories and other centers of defense activities. Many defense plants have grown up around the outskirts of cities and towns where available roads, even under favorable conditions, often are not adequate to handle the greatly increased traffic volumes. Yet, production lines must be kept going in spite of winter storms. Delays to workmen going to and from their jobs must be kept to a minimum.

Highway departments with foresight will make necessary engineering improvements along these roadways prior to the season of ice and snowstorms. Firm, smooth surfaces on unpaved sections of roadways will need to be provided to facilitate snow plowing. Shoulders may need widening in order that snow may be pushed amply clear of the traveled portion of the roadway. Sharp turns, dips, and other potentially hazardous spots when the roadway becomes slippery should be eliminated in so far as practical.

Enforcement

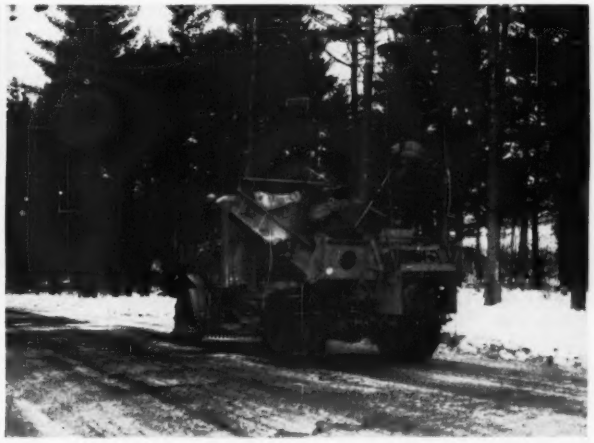
With some factories on 24-hour shifts, these arteries will carry considerably heavier traffic during hours of dusk or darkness. The roads will be used extensively during periods of reduced visibility due to adverse weather. Steps need to be taken now to increase the effectiveness of existing traffic signs, signals, and other control measures. New signs and signals will be needed in many localities.

In so far as enforcement is concerned

To Page 38

When the big drifts block traffic, the rotary plows are called on to smash through and re-establish vital highway links. The churning blades of this rotary are opening up US 36 in Colorado.

In some areas in the snowbelt motorists will not see the bare pavement until spring comes 'round again. Here, maintenance departments rely on treated abrasives to increase traction on ice and snow. Highway departments are remedying their forces now for the advent of winter.



MEET MR. ME FIRST

By J. A. Carrothers
City Traffic Engineer, Schenectady, N. Y.

A NOVEL approach to the problem of safe-driver education was pronounced a complete success in Schenectady, New York, recently. The *Gazette*, Schenectady's morning newspaper, presented a series of photographs showing a mythical motorist, "Mr. Me First," performing a variety of traffic violations.

Inferred in the series of photographs and captions was the subtle fact that each of the reading public was himself "Mr. Me First" when he dropped his motor manners. "Mr. Me First" was made to appear as ridiculous as he really is without the usual type of safety message. The theme linking each one of the series was the fact that much of blame for traffic confusion rested with "Mr. Average" motorist himself.

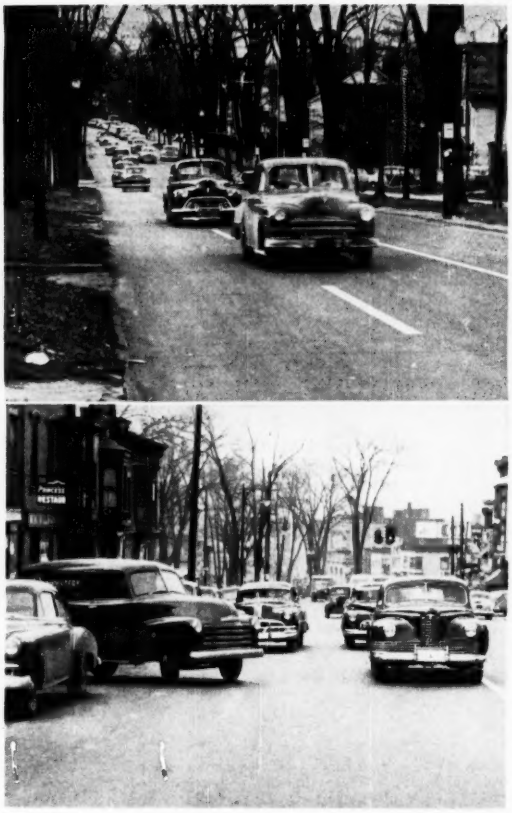
Caption hints that the police department was overlooking significant violations resulted in a reversal of this attitude on the part of the police. The public also experienced this reversal. Instead of dropping remarks such as "tough cop," the feeling was more "that's what 'Mr. Me First' deserves."

As a result of the continuous blasts against the errant motorist in the person of "Mr. Me First" (at least an increased police campaign followed shortly after the series began), the police department added another 3-wheel motorcycle to curb parking violations in all the business districts of the city and announced after three weeks of the campaign that traffic tickets issued had increased considerably.

According to John E. N. Hume, Jr., editor of the *Schenectady Gazette*, the campaign aroused more comment than anything of its kind the paper had ever sponsored. This observation is noteworthy because the *Schenectady Gazette* has been, for a number of years, sponsoring an Annual Safety Month, an activity which merited a national award in 1950 for newspaper safety work. Mr. Hume supports his statement with statistics on the flow of letters and telephone calls during the initial stages of the campaign.

None of the "shots" were staged but were actual violations of existing laws and driving rules. The ubiquitous *Gazette* photographer, Sid Brown, under the direction of Charles B. Sellers, chief photographer, and Edward Themac, Jr., city editor, seemed always to be on hand when "Mr. Me First" dropped his guard.

The story of the Gazette's success may help other newspapers and public safety officials in other cities to sponsor similar campaigns.



Mr. M. E. First gets into print regularly in the columns of the *Schenectady Gazette*. In top photo he is playing follow-the-leader down the town's main traffic artery during the rush hour, instead of using the empty curb lane. In the lower photo, he's driving the vehicle with its nose blocking a traffic lane during the afternoon rush. Schenectady motorists have come to regard the *Gazette's* character as a mirror of their own traffic antics and have profited immeasurably.

The Gazette plans to continue the series on an intermittent basis to keep "Mr. Me First" in the minds of Schenectady drivers. As an editorial policy, the campaign rests on the basis that police departments can be convinced that citizens want such violators as "Mr. Me First" tagged hard and often.

The idea of such a character was conceived by *Gazette* Reporter Jack Dumas, who handles the city hall news.

GREEN CROSS News

by TOM A. BURKE

MORE than 100 safety council and chapter managers and state council administrators will attend the Annual Managers' Conference at the Stevens Hotel, Chicago, Friday and Saturday, Oct. 5-6. In the broad field of administrative problems successful safety council managers will lead the discussions and give particular emphasis to finance and program. Since the last Conference in October, 1950, many new ideas have been launched, particularly in the field of educational promotion and some will be described. The "one-fund" solicitation idea which has created a lot of pro and con discussion in various cities during the past year, undoubtedly will be given close scrutiny. Also the question of a retirement plan for council managers will probably come up for discussion. All managers are cordially invited to attend the two-day sessions. There is no registration charge for the Friday and Saturday meetings.

Conference Meeting

The Conference of Local Safety Organizations will meet at the LaSalle Hotel, Chicago, on Monday afternoon, Oct. 8, to consider reports from its procedures committee and transact other business to come before the group. The Conference is made up of Class A chartered councils and chapters. The procedures committee which met recently in Chicago, will convene again on Sunday, Oct. 7, also at the LaSalle. Kenneth B. Colman of Seattle, NSC vice-president for Local Safety Organizations, will preside at the Monday Conference gathering.

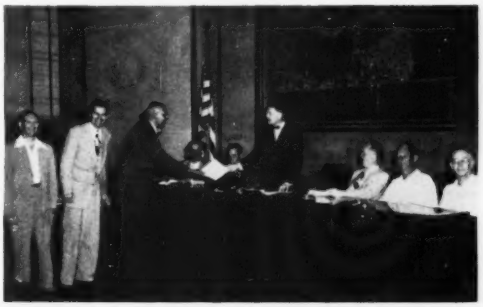
New License Law

A new drivers' license law has been adopted by the Missouri Legislature. It provides the essential features of the standard law, with examinations, revocation and supervision clauses. The bill is expected to receive the Governor's signature shortly and will become effective on January 1. The Governor has been unwavering in his demand for a drivers' law, with "teeth." The St. Joseph Safety Council has been working for the enactment of a standard law for ten years and has been one of the leaders in the long hard fight for a satisfactory law.

Official Financial Support

Governor Warren of California recently signed "Senate Bill 64" which provides that any county board of supervisors "may authorize and provide for the education or information of the public relative to accident prevention and for the presentation to the public of information designed for the promotion thereof." The law provides that the Boards may make contracts with any person, firm, association or corporation, for furnishing such services and may pay for such services from any available funds. The enactment of the new law which was urged by the NSC Chapters and local safety councils of the State, opens up a great potential in safety council organization and support, especially in counties that do not have large metropolitan areas within their boundaries. It may also prove to be a great lift to established councils in the larger cities.

Present City Code



THE formal presentation of a comprehensive "Traffic Code Study," sponsored by the City of Hamilton and the Hamilton (Ohio) Safety Council, took place in the Council chambers in that city recently. Arthur E. Topmiller, president of the Local Safety Council, turned over the first copy of the completed study to Mayor George E. Radcliffe, while city officials looked on. Reading (L. to R.) W. Russell Hicks, director safety council; Charles F. Schwalm, city manager; Mr. Topmiller, Councilmen Dr. Lester L. Hunter, and John W. Benninghofen, Mayor Radcliffe, and Councilmen Arthur H. Wilson, Bernard F. Kirsch and Edward W. Beckett. The 44-page booklet is an analysis of city traffic regulations in comparison with recommended standards. The Council committee had the cooperation of the Automotive Safety Foundation technical staff, the National Safety Council, several leading civic clubs and two of Hamilton's largest industrial firms.

"Cincy Safety"

Everybody in Cincinnati has been talking about the new "Cincy-Safety" project, a public service safety campaign dedicated to save children's lives, sponsored by Radio Station WKRC and the Greater Cincinnati Safety Council. The central figure in this series is "Chuck Wagon Moore" well known cowboy radio and screen actor who was engaged to give full time to the original eight-week project. The program has enlisted splendid cooperation from the schools, police department, the playgrounds and a dozen other local groups. Station WKRC's support has been outstanding, with 62 station break slogans, 10 spot announcements and two 5-minute programs daily and a one-half hour program each week. A special program is given each week at some city playground and the original series of eight weeks has been extended to 12, due to popular demand. Kenneth R. Miller, executive director of the Cincinnati Safety Council, announces that a huge parade will climax the series. "Cincy-Safety" is a special emphasis project with such weekly themes as "The Policeman Is Your Pal" "Bike Week," "Hunt Home Hazards Week," etc. Twenty-five thousand balloons have been given out to the playground youngsters, and on each balloon was printed:

To Page 36

Traffic at the

THE stage is set, the actors wait, and the lines of safety's show are well rehearsed. All that remains is for the curtain to go up on the 39th National Safety Congress & Exposition, as it will in Chicago, October 8.

This year the Congress is slanted to cope with problems that are acutely important in the cold war, grown hot since Korea. The drumfire of guns and the agony of the Korean conflict furnish offstage noises that stress the urgency of plans for the conservation of American manpower and resources.

The Congress will run a full five days with a program of interest to every industry and public agency in the nation. More than 1,100 National Committeemen contributed suggestions, relating to subject matter, speakers and general planning. And the Congress program approximates more than 160 sessions with 700 or more program participants contributing to its success.

Registration and information desks will be located in the Stevens, Congress, La Salle, Palmer House and Morrison hotels. Traffic sessions will again be held at the Congress Hotel, while Commercial Vehicle and Transit programs will be held at the La Salle.

The Congress will open with the annual meeting of members and election of officers of the National Safety Council in the grand ballroom of the Stevens. On the program of the annual meeting is a former tennis star, Lieut. Commander Helen Hull Jacobs, now engaged in public relations work with the U. S. Navy. Another speaker will be Millard Caldwell, administrator of the Federal Civil Defense Administration. President Dearborn will present his annual message to members.

The Safety Exposition will occupy every available foot of space in the Casino Room of the Congress Hotel and the Exhibition Hall of the Stevens. Both equipment and services for accident prevention, fire prevention, first aid and occupational hygiene will be on display, with technicians on hand to explain and demonstrate the various products. In addition to the exhibits of products commercially available, there will be displays arranged by the National Safety Council and the Federal Government.

One of the top traffic events will be the appearance of Rudolph F. King, registrar, Massachusetts Registry of Motor Vehicles, on the Tuesday afternoon general session, where he will deliver his monograph as Beecroft Memorial Award Lecturer. Registrar King is the fifth person to be so honored since the Beecroft Memorial Awards were created in 1946. He will be introduced by Dale Roeder, president of the Society of Automotive Engineers. Robert F. Black, president of the White Motor Company and chairman of the Beecroft Traffic Safety Engineering Lecture Committee, SAE, will preside.

A Congress "must" for commercial vehicle and transit folk is the Victory Award Luncheon to honor winners in the National Fleet Safety Contest. It will be held Thursday noon in the grand ballroom of the La Salle Hotel. The luncheon is sponsored again this year by the General Motors Corporation. Kenneth McFarland, nationally known educator and public speaker will be the principal speaker.

On Tuesday night there will be a showing of safety films in the grand ballroom of the Stevens. John McCullough, director of technical services, Motion Picture Association of America and chairman of the National Committee on Films for Safety, will present winners of the Committee's 1951 awards.

Top All-Congress event will be the annual banquet Wednesday night at the Stevens. Charles R. Cox, president of the Kennecott Copper Corporation and chairman of the NSC Board of Directors, will preside. Chicago's Mayor Martin H. Kennelley will extend the city's official welcome.

This year's Congress will be vitally important to leaders in the field of traffic and transportation. If America is to survive, the answers to critical problems involving full employment of our mammoth industrial plant, truck transport over congested highways, mass transportation in crowded industrial and metropolitan areas and other traffic tangles must be forthcoming. A Reception for Women will be held in the Mayfair Room, Blackstone Hotel, Monday, October 8 from 3:30 to 5:30. Lt. Commander Jacobs will speak informally. Mrs. George W. Jaqua, vice president, N.S.C. will preside, and an important announcement of interest to all women will be made at this time.

Here is the Congress program for Traffic, Commercial Vehicle and Transit:

Traffic Section

Monday Afternoon

October 8, Congress Hotel
Third Floor, Florentine Room

General Session

Presiding: WILLIAM M. GREENE, Dir., Connecticut Highway Safety Commission, Hartford, Conn.; First Vice Chairman, Traffic Section, N.S.C.

2:00 **Traffic to Come.**
E. H. HOLMES, Chief, Highway Transport Research, U. S. Bureau of Public Roads, Washington, D. C.

2:30 **Purposes and Functions of the State and Local Officials' National Highway Safety Committee.**
MAYOR C. E. SLUSSER, Akron, Ohio.

3:00 **Special Tires for Winter Driving.**
A. H. EASTON, Director, Truck Research Project, University of Wisconsin, Madison, Wisc.

Tuesday Morning

October 9, Congress Hotel
Third Floor, Parlors D and F
9:30 o'clock

Group Session for Traffic Engineers

Presiding: C. W. PRISK, Highway Eng., Bureau of Public Roads, Washington, D. C.

9:30 **School Crossing Protection.**
T. A. WILEY, Traffic Eng., Chicago Motor Club, Chicago.

10:00 **Discussion.**

10:10 **Building Safety Into the Highway.**
W. J. MORTIMER, Asst. Supt. of Highways, Cook County Highway Dept., Chicago.

10:40 **Discussion.**

10:50 **Accident Experience vs. Roadside Developments.**
J. CARL MCMONAGLE, Dir., Planning and Traffic, Michigan State Hwy. Dept., Lansing, Mich.

11:20 **Discussion.**

Group Session for Public Safety Education

County Fair—A display of state and local public education materials, including the showing of new traffic safety films.

Tuesday Afternoon

October 9, Congress Hotel
Third Floor, Florentine Room

General Session

Presiding: JUDGE EDWARD C. FISHER, Municipal Court, Lincoln, Neb.; General Chairman, Traffic Section, N.S.C.

2:00 **Business Meeting of Traffic Section.**

2:15 **Introduction of Beecroft Memorial Award Lecturer.**
ROBERT F. BLACK, Pres., White Motor Co., Cleveland; Chairman, Beecroft Traffic Safety Engineering Lecture Committee, Society of Automotive Engineers.

2:20 **Beecroft Memorial Award Lecture.**
RUDOLPH F. KING, Registrar of Motor Vehicles, Commonwealth of Massachusetts, Boston.

Wednesday Morning

October 10, Congress Hotel
Second Floor, Pine Room

Wednesday Morning

October 10, Congress Hotel
Second Floor, English Walnut Room

Group Session for Traffic Court Judges and Prosecutors

Presiding: JUDGE HENRY W. CLEMENT, City Court, Plainfield, N. J.

9:30 **Teen-Age Drivers and the Traffic Court.**
JUDGE CHARLES C. BERNSTEIN, Maricopa County Superior Court, Phoenix, Ariz.

10:00 **Discussion.**

10:10 **The Court's Responsibility Toward Improving Driver Attitudes.**
JUDGE EDWARD C. FISHER, Municipal Court, Lincoln, Neb.

10:40 **Discussion.**

10:50 **Securing Closer Cooperation Between Police and Courts.**
C. J. TIERNEY, Chief of Police, Bureau of Police, St. Paul, Minn.
JUDGE JOHN D. WATTS, Recorder's Court, Traffic & Ordinance Div., Detroit.

Wednesday Morning

October 10, Congress Hotel
Third Floor, Florentine Room

Group Session for Police

Presiding: COL. CHARLES H. SCHOEFFEL, Supt., New Jersey State Police, Trenton, N. J.; Chairman, Police Division, N.S.C.

9:30 **Business Meeting of the Police Division.**

9:45 **Panel Discussion of Enforcement Policies — with Audience Participation.**
Discussion Leader—ROBERT E. RALEIGH, Dir. of Field Service, International Association of Chiefs of Police, Evanston, Ill.
Police Escorts.
Courtesies to Out-of-State Motorists.
Special Events, Parades, Funeral Processions.
Uniform Enforcement.

Participants:
CAPT. W. J. ANDRESEN, Police Dept., Dubuque, Iowa.
B. R. CALDWELL, Deputy Chief of Police, Commander, Traffic Bureau, Police Dept., Los Angeles, Calif.
LT. JOHN DEWINTER, Dir., Traffic and Safety Div., Maine State Police, Augusta, Me.
L. B. SULLIVAN, Dir., Dept. of Public Safety, Montgomery, Ala.
CAPT. B. F. PRUITT, Traffic Div., Dept. of Police, Columbia, S. C.
THOMAS R. JONES, Supt., Police Dept., Minneapolis, Minn.

Wednesday Afternoon

October 10, Congress Hotel
Third Floor, Florentine Room

General Session

Presiding: JOSEPH E. HAVENNER, Mgr., Public Safety Dept., Automobile Club of Southern California, Los Angeles, Calif.; Second Vice Chairman, Traffic Section, N.S.C.

Turn Page

Congress

From Preceding Page

2:00 Better Identification of Drinking Drivers
MASON LADD, Dean, University of Iowa Law School, Iowa City, Iowa; Chairman, Committee on Tests for Intoxication, NSC.

2:30 What Is the Best Kind of Speed Limit for Rural Highways? — A Three-Way Debate.
Moderator — COL. GEORGE E. MINGLE, Supt., Ohio State Highway Patrol, Columbus, Ohio; Chairman, Committee on Speed and Accidents, NSC.

a. **An Absolute Limit—**
SGT. T. P. CAHALAN, Pennsylvania State Police, Harrisburg, Pa.
(Other speaker to be announced.)

b. **A Prima Facie Limit—**
MARION A. SNOW, Deputy Commisioner, Utah Dept. of Public Safety, Salt Lake City, Utah.
(Other speaker to be announced.)

c. **A "Reasonable and Prudent" Limit—**
LT. C. F. VAN BLANKENSTEYN, Commanding Officer, Safety and Traffic Bureau, Michigan State Police, East Lansing, Mich.
ROBLEY WINFREY, Professor of Civil Engineering, Iowa State College, Ames, Iowa.

Judges:
SIDNEY J. WILLIAMS, Assistant to the President, National Safety Council, Chicago, Ill.
NORMAN DAMON, Vice President, Automotive Safety Foundation, Washington, D. C.
FRANKLIN M. KREML, Dir., Traffic Division, International Association of Chiefs of Police, Evanston, Ill.

Thursday Morning

October 11, Congress Hotel
Second Floor, English Walnut Room

Group Session for Traffic Engineers

Presiding: MATTHEW C. SIELSKI, Dir., Safety & Traffic Engineering Dept., Chicago Motor Club, Chicago.

9:30 The Contribution of Street Lighting to Traffic Safety.
T. J. SEBURN, City Traffic Eng., Kansas City, Mo.

9:50 Discussion.

10:00 Use of Accident Records in Highway Improvement Programs.
CURTIS J. HOOPER, Dir., Bureau of Traffic-Planning-Design, Connecticut State Highway Dept., Hartford, Conn.

10:20 Discussion.

10:30 Why We Have a Traffic Engineer in Our City.
MAYOR GEORGE A. SCHOCK, South Bend, Ind.

10:50 Discussion.

11:00 Needed Research in Traffic Engineering.
WILBUR S. SMITH, Associate Dir., Yale University Bureau of Highway Traffic, New Haven, Conn.

11:20 Discussion.

Thursday Morning

October 11, Congress Hotel
Third Floor, Parliament Room

Group Session for Traffic Court Judges and Prosecutors

Presiding: JUDGE THOMAS M. POWERS, Municipal Court, Akron, Ohio; Chairman, Traffic Court Div., Traffic Section, N.S.C.

9:30 Business Meeting of Traffic Court Division.

9:45 Traffic Safety from the Bench.
JUDGE CHARLES E. VANIK, Municipal Court, Cleveland.

10:15 Discussion.

10:25 Physiology of Alcohol.
C. W. MUEHLBERGER, State Toxicologist, Michigan Dept. of Health, Lansing, Mich.

10:55 Discussion.

11:05 Handling of Military Violators.
MAJOR HAROLD H. WALROD, Hq. USAF, Washington, D. C.

Thursday Morning

October 11, Congress Hotel
Third Floor, Florentine Room

Group Session for Police

Presiding: INSP. VERNON H. PAGE, Dir. of Safety, Toronto Police Dept., Toronto.

9:30 The Traffic Engineer Looks at Enforcement.
GEORGE J. FISHER, City Traffic Eng., Wichita, Kans.

10:00 Developing Public Support for Enforcement. (Panel Discussion)
Discussion Leader—ARTHUR E. MILLER, AAA Foundation for Traffic Safety, Washington, D. C.

Participants:
CAPT. E. L. BUTLER, Dir. of Safety Education, Police Dept., Denver, Colo.
HOWARD W. HOYT, Chief of Police, Kalamazoo, Mich.
J. R. BLACKMORE, Chief of Police, San Jose, Calif.
ROBERT B. LEOPOLD, Managing Dir., Greater Atlanta Safety Council, Atlanta, Ga.
CAPT. ALBERT O. DANIELS, Rochester Bureau of Police, Rochester, N. Y.
ROY M. FISHER, Chicago Daily News, Chicago, Ill.

Thursday Morning

October 11, Congress Hotel
Second Floor, Pine Room
9:30 o'clock

Group Session for Public Safety Education

Overcoming the Public's I.Q. (Inertia Quotient)

Presiding: DAN HOLLINGSWORTH, Manager Oklahoma City Safety Council; Chairman, Public Safety Education Committee.

9:30 Public Safety Education—Key to Continuing Action.
DR. JOHN W. STUDEBAKER, Chairman, National Committee for Traffic Safety.

10:00 "State Aid" Builds Local Programs in Connecticut.
WILLIAM M. GREENE, Director, Connecticut Highway Safety Commission.

10:30 Plain Talk in Detroit.
DONALD SLUTZ, Managing Director, Traffic Safety Association of Detroit.

11:00 Group Participation — New Strength for Your Safety Program.
MRS. BESS PROCTOR, Field Representative, Arkansas State Safety Council.

Thursday Afternoon

October 11, Morrison Hotel
Lower Lobby, Terrace Casino Room

Joint Meetings—All Public Safety Delegates

Presiding: NED H. DEARBORN, Pres., National Safety Council, Chicago.

Our Children Can Have a Safe Community

2:15 Opening Remarks.
NED H. DEARBORN.

2:25 When the Public Official Cooperates.
SID MCMATH, Governor of Arkansas, Little Rock, Ark.

2:55 When the Educator Cooperates.
WAYNE O. REED, Asst. Commissioner of Education, U. S. Office of Education, Div. of State & Local School Systems, Washington, D. C.

3:25 When the Industrialist Cooperates.
CHARLES R. COX, President, Kennecott Copper Corp., New York; Chairman, Board of Directors, National Safety Council.

3:55 It's Everybody's Business—Together.
JOSEPH M. KAPLAN, Secy.-Mgr., Greater Los Angeles Chapter, National Safety Council, Los Angeles, Calif.

4:15 Discussion.

Transit Section

Tuesday Afternoon

October 9, La Salle Hotel
Nineteenth Floor, Century Room

Presiding: M. G. BULLOCK, Supervising Eng., Transit Casualty Co., St. Louis.

2:00 Opening Remarks.
General Chairman — M. G. BULLOCK.

2:10 How Can We Maintain Safety Standards Under a Mobilization Program. (Panel Discussion)

(a) **Recruitment, Selection, Training.**
CHARLES E. KEISER, Executive Asst., Chicago Transit Authority, Chicago.

To Page 24

Wanted: Top Level Traffic Planning

From Page 9

and a good vehicle code, then government has a basis on which to operate.

There must be a master street plan geared to the city's present and future needs.

Next and very importantly, a sound traffic engineering program. A traffic engineering program is aimed primarily at improving the use of what you now have. This has an important relation to the express system, the arterial system.

We must have an effective traffic engineering program first of all to make our master street system work and, secondly, because many of the things that are wrong with the movement of traffic now are inherent in the present system. We need intelligent engineering brains working on these problems on a day-to-day basis with enough money to make some difference when they come to a conclusion so that they can do something about it.

Next there must be a constant supervisory program by the police, because many of these regulations are totally meaningless unless there is police supervision. The most obvious is parking. Many of these plans depend upon certain parking restrictions as well as certain movement patterns, and unless you have trained police whose morale is high and who feel that they have general public support in the job they are doing and an understanding of its importance, your system will break down.

Another element in this is development of informed, organized public opinion.

What is needed is to make a study of the system, of streets, of the demand for movement so as to provide a master street pattern and to make a survey to determine the essential administrative devices needed by the government in order to deal with this problem on a continuing basis, not to try to prescribe cures. There are exceptions to that, but, in general, the survey device is a good way to get a *start* in dealing with this problem.

If you *are* going to deal with traffic effectively, your own government must be adequately organized, legally empowered, have sufficient money and public support to do the job. The best analogy to this is public health. You don't wait for an epidemic then call in doctors and say, "What are we going to do about all of these cases of small pox?" If you have a department of health you have studied epidemic disease and its control and you are constantly taking steps to insure that an epidemic disease is not developing.

Well, we need to do the same thing in traffic. In order to do this you need in traffic, as you do in public health service, trained people and you have them particularly in the police department.

Finally, in this area of getting government to equip itself to meet the problem, you need some plan for government which has to do with traffic. Traffic is unlike many other governmental responsibilities in that many departments have important responsibilities for dealing with traffic. And the job of coordination among these several departments is a very difficult one indeed.

What is needed is some means of effecting coordination by the very action of these department heads themselves. The best way to accomplish this is to create a traffic commission. It's badly named. It is not really a commission. It's a cabinet or committee, set up by law, required to meet regularly, set objectives, establish policy, and complete plans for dealing with the major traffic problems of the community. In other words these department heads sit down *together* and work out a *joint program* for dealing with traffic. In this way you are bound to get coordination of policy and establish common objectives because the programs of the several departments are, in their main outlines at least, coordinated in their very genesis in the meetings of this committee.

Unless aggressive action is taken by government with the full, courageous, and unselfish support of the business interests of the community, we are not going to have central cities as we know them today in a relatively few years. Meanwhile there will be a very rapid deterioration of values, a very serious effect upon government service. All of this has serious sociological and political implications as well. These are important factors beyond the economic factors which are very important to the future security and welfare of all of us.

Traffic at the *Congress*

From Page 22

(b) Performance, Supervision, Discipline.
FREDERICK J. JOHNSON, Pres., Louisville Transit Co., Louisville, Ky.

(c) General Discussion.

3:00 **Ideas That Work for Transit Safety. (Panel Discussion)**
Discussion Leader—COLIN DOBELL, Dir., Transportation, Safety & Training, British Columbia Electric Railway Co., Ltd., Vancouver, B. C., Canada.

Participants:
R. D. CASSELL, General Supt., Roanoke Railway & Electric Co., Roanoke, Va.
J. L. JOHNSON, Supt. of Safety, Dallas Railway & Terminal Co., Dallas, Tex.
ARTHUR J. NAQUIN, Safety Counselor, New Orleans Public Service Inc., New Orleans, La.

Wednesday Morning

October 10, La Salle Hotel
Nineteenth Floor, Century Room

Presiding: M. G. BULLOCK, Supervising Eng., Transit Casualty Co., St. Louis.

9:45 **Winning Awards for Employee Safety. (Panel Discussion)**
Discussion Leader—J. S. OSBORNE, General Supt., The Cincinnati, Newport & Covington Railway Co., Inc., Covington, Ky.

Participants:
JOSEPH GARVEY, Supt. of Operations, Dixie Traction Co., Covington, Ky.
HALLIE L. MYERS, Superintendent of Transportation, Indianapolis Railways, Inc., Indianapolis, Ind.
THOMAS W. O'BRIEN, Assistant Personnel Manager, Public Service Coordinated Transport, Newark, N. J.
J. L. WEEKS, Safety Director, South Carolina Electric & Gas Co., Columbia, S. C.

11:00 **What Can Be Done to Reduce Passenger Accidents. (Panel Discussion)**
Discussion Leader—L. D. GALE, Pres., Beloit Bus Co., Beloit, Wis.

Participants:
LOUIS M. DAY, Personnel Dir., Columbus Transit Co., Columbus, Ohio.
D. L. WILLIAMSON, Supt. of Safety, Training & Instruction, Kansas City Public Service Co., Kansas City, Mo.
C. R. SYPHER, Mgr., Safety Engineering Dept., Transit Casualty Co., St. Louis.

Wednesday Afternoon

October 10, La Salle Hotel
Nineteenth Floor, Century Room
2:00 o'clock

Presiding: M. G. BULLOCK, Supervising Eng., Transit Casualty Co., St. Louis.

Transit's Stake in a Community Safety Program. (Panel Discussion.

Discussion Leader—J. GODFREY BUTLER, Dir. of Personnel, Capital Transit Co., Washington, D. C.

(a) Public Support.
PAUL BLAISDELL, Executive Dir., National Committee for Traffic Safety, Chicago.

(b) Enforcement.
FRANKLIN M. KREML, Dir., Northwestern University Traffic Institute, Evanston, Ill.

(c) Engineering.
WILBUR S. SMITH, Associate Dir., Yale University Bureau of Highway Traffic, New Haven, Conn.

(d) Schools and General Education.
GORDON C. GRAHAM, Supervisor, Safety Education Department, Public Schools, Detroit, Mich.

(e) General Discussion.

Thursday Morning

October 11, La Salle Hotel
Nineteenth Floor, Century Room

Joint Session with Commercial Vehicle Section

Presiding: C. D. CALKINS, General Chairman of the Commercial Vehicle Section; and M. G. BULLOCK, General Chairman of the Transit Section, N.S.C.

9:45 **Good Public Relations Demand Accident Prevention.**
LELAND JAMES, Pres., Consolidated Freightways, Inc., Portland, Ore.; Pres., American Trucking Associations, Inc.

10:15 **A President's Concept of a Good Safety Program.**
HARRY W. ARNOLD, President, Ohio Rapid Transit Inc., Columbus, Ohio.

11:00 **Presentation of National Fleet Safety Contest Awards.**
J. P. HIGHTOWER, Vice Pres. & General Mgr., Greyhound Building Corp. of New York, New York City; Immediate Past General Chairman, Commercial Vehicle Section, N.S.C.

Commercial Vehicle Section

Tuesday Morning

October 9, La Salle Hotel
Nineteenth Floor, Grand Ballroom

Presiding: C. D. CALKINS, Dir. of Safety, Pacific Motor Trucking Co., San Francisco; General Chairman, Commercial Vehicle Section, N.S.C.

9:45 **Welcome.**
M. R. JENSEN, Supt. of Transportation, Consolidated Freightways, Inc., of Portland, Ore.

10:00 **Report to the Section by General Chairman.**
C. D. CALKINS.

10:15 **Election of 1951-52 Officers.**

10:45 **Man-Power for Transportation.**
JAMES K. KNUDSON, Administrator, Defense Transport Administration, Washington, D. C.

Tuesday Afternoon

October 9, La Salle Hotel
Nineteenth Floor, Grand Ballroom

Presiding: C. D. CALKINS, Dir. of Safety, Pacific Motor Trucking Co., San Francisco.

Sponsor.
J. M. SHANAPHY, Mgr., Safety Dept., Railway Express Agency, Inc., New York City; Chairman, Eastern Region, Commercial Vehicle Section, N.S.C.

2:00 **Accident Prevention as the Driver Sees It. (Panel Discussion)**
Discussion Leader—N. E. AIKEN, Dir. of Personnel, Commercial Motor Freight, Columbus, Ohio.

Participants:
Training the New Driver, How Much and What Kind?
EDWARD SCHUSTED, Driver, Consolidated Freightways, Inc., Minneapolis, Minn.
The Three Most Effective Parts of a Safety Program.
T. L. O'HEREN, Driver, F. J. Boutell Driveaway Co., Inc., Flint, Mich.
What About Disciplinary Measures?
ALVIN W. HAASE, Driver, The Willett Co., Chicago.
What Drivers Think About Road Patrol.
CECIL CAYCE, Driver, Silver Fleet Motor Express, Inc., Louisville, Ky.
Pros and Cons of Incentives.
JAMES B. TIPTON, Driver, Mason & Dixon Lines, Inc., Kingsport, Tenn.

3:45 **Discussion.**

Wednesday Morning

October 10, La Salle Hotel
Nineteenth Floor, Grand Ballroom

Presiding: C. D. CALKINS, Dir. of Safety, Pacific Motor Trucking Co., San Francisco.

Sponsor.
S. E. PRATZ, Assistant Mgr., Heldt Brothers, Alice, Texas; Chairman, Central Region, Commercial Vehicle Section, N.S.C.

9:45 **Let's Tell the Story of Accident Prevention.**
FRANK B. DAVIN, Editor, PUBLIC SAFETY, National Safety Council, Chicago.

10:30 **Discussion.**

10:45 **An Insurance Company Uses a New Approach to Fleet Safety.**
W. G. MACINTOSH, Mgr., Engineering Dept., Hartford Accident & Indemnity Co., New York City.

11:30 **Discussion.**

Wednesday Afternoon

October 10, La Salle Hotel
Nineteenth Floor, Grand Ballroom

Presiding: C. D. CALKINS, Dir. of Safety, Pacific Motor Trucking Co., San Francisco.

Sponsor.
W. T. GOWENS, Dir. of Safety & Personnel, Pilot Freight Carriers, Inc., Winston-Salem, N. C.; Chairman, Southern Region, Commercial Vehicle Section, N.S.C.

2:00 **Let's Hold Better Driver Safety Meetings.**
A. H. POLK, Dir., Safety & Personnel, Great Lakes Greyhound Lines, Detroit.

2:45 **Discussion.**

3:00 **How Conference Methods Improve Safety Meetings.**
J. DONALD PHILLIPS, Head, Adult Education Dept., Michigan State College, East Lansing, Mich.

3:45 **Discussion.**

Thursday Morning

October 11, La Salle Hotel
Nineteenth Floor, Century Room

Joint Session With the Transit Section

Presiding: C. D. CALKINS, General Chairman of the Commercial Vehicle Section; and M. G. BULLOCK, General Chairman of the Transit Section, N.S.C.

9:45 **Good Public Relations Demand Accident Prevention.**
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10:15 **A President's Concept of a Good Safety Program.**
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11:00 **Presentation of National Fleet Safety Contest Awards.**
J. P. HIGHTOWER, Vice Pres. & General Mgr., Greyhound Building Corp. of New York, New York City; Immediate Past General Chairman, Commercial Vehicle Section, N.S.C.

Thursday Luncheon

October 11, La Salle Hotel
Nineteenth Floor, Grand Ballroom
12:15-2:00 o'clock

National Fleet Safety Contest Award Luncheon Sponsored by General Motors Corp., Detroit

Presiding: M. R. JENSEN, Supt. of Transportation, Consolidated Freightways, Inc., Portland, Ore.; Chairman Program Committee, Commercial Vehicle Section, N.S.C.

Address.
KENNETH MCFARLAND—Educational Consultant to General Motors and nationally known educator and public speaker.

"Tarheel Drivers Tested"

Mrs. Mildred Dorward, license examiner, gives H. D. Jones, head of Highway Safety Division, Department of Motor Vehicles, new North Carolina vision test.

NORTH CAROLINA drivers applying for licenses hereafter will face a scientific new vision testing device which will put the familiar old wall chart out of business in the "Tar Heel" state.

The instrument, recently put to work by the state's 120 license examiners, is designed to measure an even dozen seeing skills accurately including acuity at near and far distances (ability to see objects without blur) color and depth perception. It is termed foolproof by its developers who have named it the Ortho-Rater and it assures Tar Heel drivers a more accurate vision test than the customary optician's chart.

According to E. R. Peele, chief of the Driver's License Examining Section, the unique testing device is being used to license drivers in North Carolina for the first time in any state.

The complex new instrument is not intended to confuse the applicant nor impose any additional visual requirements, says Peele. It merely provides a quicker and more efficient check of the driver's eyesight. Persons failing to meet visual standards set by the Department of Motor Vehicles will be urged to consult an eye specialist. Department officials say a large number of those will be able to meet the examiner's requirements with proper eye care and treatment if necessary. Department of Motor Vehicles.

Vision records collected by the examiners will be of particular value in determining just what percentage of highway accidents are caused by poor eyesight.

The records will be analyzed by the Psychology Department of North Carolina State College, headed by Dr. D. J. Moffie, and the results are expected to give a good indication of how visual deficiencies contribute to accidents and poor driving. "No one knows as yet just what relationship there is between traffic accidents and vision," Dr. Moffie stated, "but next year we will have data available on approximately 360,000 drivers —a situation that has never before been equalled."

Dr. Moffie and his staff estimate that about 90 per cent of all accidents involve the human factor. "The man behind the wheel is responsible for most accidents," he says. "It has been proved that good eyesight will cut down accidents, and the Ortho-Rater is a real public service to the people of North Carolina because these instruments will detect poor vision in people who otherwise might never go to their eye doctor."

All of the state's driver license examiners have completed a training course on the instrument conducted by the N. C. State College Department of Psychology in cooperation with the North Carolina

NEW PUBLICATIONS in the field of Public Safety

Books and Pamphlets

A Comparative Study—Traffic Regulations of Hamilton, Ohio, with the Model Traffic Ordinances for Ohio Municipalities. Published by civic-minded organization and the Hamilton Safety Council, 6 Court Street, Hamilton, Ohio. 1951. 42 p.

Pavement Markings. Published by Highway Research Board, 2101 Constitution Avenue, Washington 25, D. C. 1951. 24 p. (Bulletin No. 36.)

Police Services. Published by Federal Civil Defense Administration. 1951, 46 p. For sale by the Superintendent of Documents, Washington 25, D. C. Price 20c. (AG-10-1)

Principles of Civil Defense Operations. Published by Federal Civil Defense. Administration. 1951, 45 p. For sale by the Superintendent of Documents, Washington 25, D. C. 20c. (AG-8-1)

Rescue Service. Published by Federal Civil Defense Administration. 1951, 28 p. For sale by the Superintendent of Documents, Washington 25, D. C. Price 15c. (AG-14-1)

The Revealing Power of Street Lighting Installations and Its Calculation. By A. J. Harris and A. W. Christie. Published by Illuminating Engineering Society, London, England, 1951. 11 p.

Road Safety and Road Research. By W. H. Glanville. Published by The Royal Society of Arts, London, England. 1951, 51 p.

The Warden Service. Published by Federal Civil Defense Administration. 1951, 44 p. For sale by the Superintendent of Documents, Washington 25, D. C. 20c. (AG-7-1)

Water Supplies for Wartime Fire Fighting. Published by Federal Civil Defense Administration. 1951, 14 p. For sale by the Superintendent of Documents, Washington 25, D. C. 10c. (TM-9-1)

Magazine Articles

Action by State Legislatures Affecting Automobile Dealers and Motorists. By James C. Moore. (In *N.A.D.A. Magazine*, July, 1951. p. 55.)

Auto Deaths. (In *The California Highway Patrolman*, July, 1951, p. 37.)

Chicago's Mobile Traffic Survey Unit. By Theodore M. Vanderstempel. (In *Traffic Engineering*, July, 1951, p. 399.)

Fewer Accidents in Dangerous Times Asked by President's Highway Safety Conference. (In *American City*, July, 1951, p. 133.)

Fire Casualty Statistics. By Halbert L. Dunn and Evelyn H. Halpin. (In *National Fire Protection Association*, Quarterly July, 1951, p. 45.)

Future Traffic Problem Loom for the Medium-Size City. By C. A. Harrell. (In *Traffic Quarterly*, July, 1951, p. 304.)

Futuretown, North America. By Ellis D. Roberts. (In *The Kiwanis Magazine*, August, 1951, p. 30.)

Here's J. P. Stevens Front Wheel Alignment Check. (In *Fleet Owner*, August, 1951, p. 46.)

Highway Traffic in Civil Defense. By T. M. Matson. (In *Traffic Quarterly*, July, 1951, p. 272.)

Hourly and Daily Variation in Vehicle Speeds on Rural Highway. By Robert L. Meyer. (In *Traffic Engineering*, July, 1951, p. 343.)

How About Vehicle Speeds? By J. E. Johnston. (In *Traffic Quarterly*, July, 1951, p. 325.)

How Many Traffic-Accident Expendables? By Raymond E. Jensen. (In *Better Roads*, July, 1951, p. 30.)

Integration Is Key to Texas Traffic Safety Program. By Fred T. Bennett. (In *Roads and Streets*, July, 1951, p. 39.)

It's the "Little" Things that Count, Now More Than Ever, in a Safety Program. (In *Fleet Owner*, July, 1951, p. 76.)

Selling Safety in Terms of Dollars and Cents. (In *Fleet Owner*, August, 1951, p. 56.)

Television and FM Antennas. By Charles L. Smith. (In *National Fire Protection Association Quarterly*, July, 1951, p. 19.)

Traffic Engineering Becomes of Age in Kansas City. By Thomas J. Seburn. (In *Traffic Engineering*, July, 1951, p. 331.)

Traffic Engineering in Civil Defense. By B. A. Lafere. (In *Traffic Engineering*, July, 1951, p. 340.)

Utica Atomic Bomb Defense Test Proves Value of Planned Mutual Aid. (In *Fire Engineering*, July, 1951, p. 500.)

The Worcester Way to Safety. By Robert B. Temple. (In *Bus Transportation*, July, 1951, p. 41.)

Your Drivers Manual Can Do a "Selling" Job Too. By Dorothy Atkins. (In *Fleet Owner*, August, 1951, p. 50.)

It's Bike Safety in Any Language

From Page 15

was spent by the officer demonstrating proper conduct when approaching, crossing or turning at an intersection. The child was warned to be certain of the movement of any other traffic before he started his maneuver. Emphasis was placed on the practice that if in doubt, or if traffic is heavy, the rider should always dismount and observe traffic from a more advantageous point from where he can continue to his objective in a straight line. The proper way of riding on the right of the road, making left turns and approaching various traffic hazards was also demonstrated.

After individual instruction and performance had been completed, the class was split up into groups and assigned to the various courses where they worked together, the older and more experienced riders helping the others. It then turned into a competitive game where each group would try to out-do the other, with the playground supervisor keeping a safety score. In this manner it was found that the children were quick to correct the faults of each other.

With this new game introduced to the children, it was only natural that after the officer left each playground they continued to use the courses until the next time he came.

On his second visit, a competitive examination and "road test" was given to the children. The examination consisted of a "true and false" questionnaire of simple bicycle rules. The group then competed on the field courses, demonstrating their skill and safety to the judges, who scored them on a point basis for each maneuver.

The judges were Chief Purcell, Commissioner Johnson and a third in-

terested official. Usually the latter was from the Board of Aldermen, the Board of Recreation or some civic group. The competition was always witnessed by a host of parents and representatives of other safety-minded groups and civic organizations.

Prizes were donated by the merchants of the city and the children found that learning bicycle safety in Newton paid off in flashlights, bicycle accessories, model airplanes and many other treasures.

And, just so all the credit won't go to Massachusetts and Denmark for coming up with signal contributions to bike safety, Middletown, Ohio makes bicycle safety a part of the year-round traffic control and accident prevention program sponsored by the Middletown Safety Council, the police department and the schools. This year they lined up Montgomery Ward and Company who co-sponsored the annual Middletown Bicycle Parade with the Safety Council. Only honor bike riders participated and 1951's parade showed several hundred youngsters who rated that honor.

Doesn't matter where you go—Denmark, Massachusetts, Ohio—it all adds up to bike safety in any language.

You Can't Shrug Off Traffic Signs

From Page 7

train is in view—there would never be another injury or death due to a train-motor vehicle accident. If you think your motor vehicle is any match for a train locomotive—please ask for all data on train-auto accidents for the past 10 years, then check these records and see if you find where even one locomotive was damaged when it hit or was hit by a motor vehicle. You will find no shred of evidence which would indicate that you have a chance of survival in an automobile which is hit by a train.

We've got to start using good common sense—recognizing the signs that are available to us to tell us what's up the road ahead of our car. We must understand, read and obey traffic signs and signals if we're going to keep lives from being snuffed out by traffic accidents. We have the signs — we have better roads—we have safer cars. The rest is up to us—up to me and up to you. When motorists learn to pay close attention to all traffic signs a long step in the battle for safety will have been taken.

Coming Events in the Field of Safety

Sept. 16-19, Detroit

Public Works Congress and Equipment Show (Veterans Memorial Bldg.). Contact American Public Works Association, 1313 East 60th Street, Chicago 37, Ill.

Sept. 17-20, San Francisco

Annual Convention, International Municipal Signal Association (Mark Hopkins Hotel).

Sept. 18-20, Cleveland

Ohio State Safety Conference (Hotel Carter). Contact Carl L. Smith, secretary-treasurer, Suite 508, 2073 East 9th Street, Cleveland 15, Ohio.

Sept. 24-27, Los Angeles

Twenty-second Annual Meeting of the Institute of Traffic Engineers (Ambassador Hotel). Contact Robert S. Holmes, executive secretary, Strathcona Hall, New Haven 11, Conn.

Oct. 8-11, Boston

Nineteenth Annual Conference of the American Association of Motor Vehicle Administrators (Copley Plaza Hotel). Contact L. W. Harris, 912 Barr Building, Washington 6, D. C.

Oct. 8-12, Chicago

Thirty-ninth National Safety Congress & Exposition (Stevens Hotel). R. L. Forney, general secretary, National Safety Council, 425 North Michigan Ave., Chicago 11.

Oct. 22-26, Chicago

Eighteenth Annual Convention of the American Trucking Associations, Inc. (Stevens Hotel). Contact Ray G. Atherton, general manager, 1424 Sixteenth Street, N.W., Washington 6, D. C.

Oct. 25-26, Sacramento, Calif.

California Governors' Highway Safety Conference. Contact W. A. Huggins, executive secretary, Governors' Coordinating Committee, 815 Capitol Ave., Sacramento, Calif.

Oct. 29-Nov. 2, San Francisco

American Public Health Association, 79th Annual Meeting, Dr. Reginald M. Atwater, executive secretary, 1790 Broadway, New York City.

Nov. 2, Cincinnati

First Annual Greater Cincinnati Safety Conference (Netherlands Plaza Hotel). Co-sponsored by the Industrial Commission of Ohio, Division of Safety and Hygiene, and the Greater Cincinnati Safety Council. Coordinator: Kenneth R. Miller, Greater Cincinnati Safety Council, 1203 Federal Reserve Bank Building, Fourth and Race Streets, Cincinnati, Ohio.

1952 Convention Dates

Jan. 21-24, Houston, Texas

Annual Meeting of the American Roadbuilders' Association (celebrating 50th anniversary of the organization). Contact Eugene Reybold, executive vice president, American Road Builders' Association, International Bldg., Washington 4, D. C.

April 1-4, New York

Twenty-second Annual Convention Greater New York Safety Council (Hotel Statler). Walter A. Gustafson, general chairman, Greater New York Safety Council, Inc., Lincoln Bldg., 60 East 42nd Street, New York 17, N. Y.

May 8-9, Baltimore, Md.

Maryland Statewide Safety-Health Conference and Exhibit (Lord Baltimore Hotel). Contact Joseph A. Haller, director of safety, State Industrial Accident Commission, Equitable Building, Baltimore 2, Md.

Plan Court Conference at NUTI Following Congress

The role of the courts in making streets and highways safer will be the theme of a conference October 15-19 at the Northwestern University School of Law in Chicago.

Judges, prosecutors, magistrates, and justices of the peace from all sections of the Midwest are expected to attend the five-day session, which will be conducted by the American Bar Association and the Traffic Institute of Northwestern University.

Franklin M. Kreml, Institute director, and James P. Economos, director of the traffic court conference program of the American Bar Association, are in charge of plans for the October session. The conference program is aided by a grant to the Traffic Institute from the National Association of Automotive Mutual Insurance Companies.

Subjects to be covered by the traffic authorities who will serve as instructors include: The Traffic Accident Problem and Principles of Supervision, Traffic Court Operations, Application of Criminal Law and Law of Evidence, Model Traffic Ordinance, Elements in Reckless Driving Charge, Factors Influencing Driver Performance and Means of Improvement, Civil and Criminal Responsibility in Traffic Accident Cases, Physical Laws Affecting Motor Vehicle Operation, Legal and Scientific Aspects of Chemical Tests for Intoxication, Functions of the Prosecutor, and other related subjects.

Further information and registration forms may be obtained from the American Bar Association, 105 W. Monroe St., Chicago 3, or from the Traffic Institute, 1704 Judson Ave., Evanston, Ill.

HATS OFF TO TRANSIT

From Page 11

road man, Hugh Willson, tried in 1863 to organize a company to build an underground line in New York. Political wrangling delayed these plans for many years. Moreover, success of the elevated railway at that time cut down interest on the part of the necessary financial backers.

Electric operation of street railways during the 80's reawakened interest in the subway. New York continued to delay, and Boston took over the idea when its 1 2/3 mile route under Tremont Street was opened in the Fall of 1897—the first real subway in America.

The great success of Boston's venture led to breaking of ground in 1900 for New York's first 15-mile section. It ran from City Hall to the city's upper limits, and was opened in October 1904.

At the present time in the United States, subways are in operation in New York (the biggest system in the world with over 223 miles of route); Boston; Philadelphia; and Chicago.

The Trolley Coach

Early in the 1900's, several experiments were made involving principles of the present-day trolley coach, or trolley bus as some call it. This vehicle attracted the industry's attention because it combined the streetcar's ability to use cheap electricity coming from a central power station via overhead wires, with the lightweight body and speed of the motor bus.

The first line using a trolley coach was a 1½ mile route between the Pacific Electric Railway line at Hollywood and a small town in Laurel Canyon, Cal. but this lasted only a few months during 1910. Several years later another trial was made in Merrill, Wis. Again, the operation lasted only a short time.

During the early 1920's a few cities in this country tried out trolley coach service, but within a short time interest had almost disappeared as the trolley coach had not really caught on with the industry or the public. To a great extent this was due to the earlier models having solid rubber tires, poor spring design and high floor, and limited speeds due to heavy street railway motors.

In 1927, Edward West, then general manager of the Salt Lake City transit company, conceived the idea of producing a trolley coach featuring pneumatic tires and electric drive. In addition, he planned to use overhead wires for electric power to replace the engine and generator in the vehicle itself. General Electric Company cooperated with West in producing his new trolley coach, and after convincing Salt Lake City officials of its merits, ten vehicles were placed in operation in that city during September of 1928. Within a year, 16 more were added.

A much larger installation in Chicago two years later proved to most doubters that the trolley coach had finally taken over a permanent place in transit planning and operations.

During the ten years after the Salt Lake City opening, use of the trolley coach spread. More than 2,000 were put in service on 1,500 miles of routes in about 60 U. S. and Canadian cities of over 25,000 persons. At the present time, there are about 8,500 of these vehicles serving nearly 100 communities in the U. S. and Canada.

Motor Buses

Credit for introducing the first common carrier motor vehicle in America belongs to the Fifth Avenue Coach Company in New York City. In 1905 the company imported a 24-passenger double-deck motor bus and put it into operation alongside of its horse-drawn vehicles. The double-decker proved satisfactory, and within two years the company added 14 more. Additional buses were placed in operation the following year. In 1908 Fifth Avenue Coach became the last major firm in America to discontinue animal-drawn operation.

Cleveland Railways was the first streetcar company to operate motor buses, purchasing three in 1912. By 1920 there were still only about 60 operated by ten trolley companies throughout the country. Then, however, streetcar operators began to recognize the possibilities of the motor bus. By the end of 1922 about 50 street railways were operating 400 buses. The following year saw 121 companies running 1,200 buses. And by the start of 1925 there were 220 street railway companies with 7,000 buses. Five years later approximately 390 street railways were operating more than 13,000 buses.

Just as progress has been made in the form of public transportation during the past 100 years, so has progress been made in the safety of this transportation. All during these stages of development attention was being given continuously to the safety and well-being of passengers, employees and other users of the streets.

During the year 1886, when the first electric line was being tried, records show grave concern by the horsecar operators with the "causes, prevention and settlement of accidents." Along with "horse-shoeing" and "food and care of horses," this was the subject of a committee report at the fifth annual meeting of the American Street Railway Association, forerunner of the present American Transit Association. In that report, emphasis was put on the importance of selecting competent employees and the need for adequate discipline for drivers who became involved in accidents.

The year 1897, the inauguration of the first subway in Boston, found railway executives concerned with "discipline of employees" and the "prevention of accidents by the use of fenders and otherwise." Similar subjects related to safety are found throughout the proceedings of meetings held by local railway executives on up through the years.

Other dates of historical significance in transit's safety progress are 1914 when the American Museum of Safety first presented the Anthony N. Brady Memorial Awards for safety in the transit industry. This award program, now carried on by the American Transit Association, thus is one of the oldest of industry-wide safety competitions. Today, more than 130 transit companies take part in the annual competition.

1916 found the introduction of the Birney one-man safety car and the first meeting of the Electric Railway Section of the National Safety Council. It can also be noted that one of the most active leaders in today's safety activity, Julien H. Harvey of the Association of Casualty and Surety Companies, was the second secretary of that section when he served with the old Kansas City Railways Company.

Still another first in safety in the transit industry was the application of psychological tests for the selection of operators. Munsterberg pioneered in the selection of streetcar motormen in 1912 and his work was followed by Viteles, in 1920, and by Shellon in 1924 in Milwaukee. Bingham and

Slocombe did early work on individual susceptibility to accidents with Boston Elevated Railway in 1927. The work of Cleeton with Pittsburgh Railways in 1935 and by Waits with Capital Transit Company of Washington, D. C., later brought further refinement and success to the use of psychological tests in the selection of transit vehicle operators and resulted in their adoption as a recommended procedure by the American Transit Association. The wide-spread use of these techniques has contributed much to safety progress in the transit industry.

So again, "Hats Off" to the American Transit Industry. It has served safety well during the past 100 years. May it continue to do as well in the next 100.

Dealers Loaned 5,700 Cars to Schools in 1950-51

"Automobiles valued at approximately $11,400,000 were provided by automobile dealers to high schools during the 1950-51 school term for use in practice driving," James J. Newman, chairman of the Inter-Industry Highway Safety Committee, and vice president of The B. F. Goodrich Company, announced recently.

"Since cars are one of the major items of expense in conducting high school driver education courses," Mr. Newman said, "the loan of approximately 5,700 cars for behind-the-wheel instruction is an outstanding civic contribution on the part of dealers. This contribution, representing a $2,500,000 increase over the 1949-50 school term, coupled with the increased public and school interest in high school driver education programs, accounts for much of the gain made nationally in this important phase of traffic safety work."

"In many areas," Mr. Newman added, "the cars and qualified instructors are being utilized during the summer months, evenings and weekends in adult driver education programs, thus greatly expanding the use of the vehicle and offering an even greater opportunity for community participation and education."

Recent sampling studies in several states indicate driver education cuts accidents in half and reduces traffic violations even more for students who have received adequate instruction.

With more than 2 million young people reaching driving age every year and only 25 per cent of the eligible high school students getting classroom and practice driving instruction, the Inter-Industry group plans to step-up the use of the "Man-to-Man" and "Dad-to-Daughter" agreements linked with the formation of Good Driver Clubs.

The number of schools reporting driver education courses was greater in 1950-51 than any previous year. The reports, submitted in the annual High School Driver Education Award Program, sponsored by the Association of Casualty and Surety Companies, indicated 377,975 students received both classroom and practice driving instruction—a 50.8 per cent increase over the previous year.

Safety Sentinels

PROPER uniforming distinguishes these two Safety Sentinels.

"Corporal Digby," the durable steel Safety sentinel, has a vivid, red uniform, enamel baked on a 400°. His bold lettered warning stands out sharply from its yellow background for high visibility.

To make your safety patrolmen stand out, enabling them to do their job more efficiently, equip them with our white web patrol belt, which comes with a rustproof, two piece nickel buckle.

Our complete line also includes the following:
OVERSEAS CAPS, FELT EMBLEMS, PATROL BUTTONS, CAUTION FLAGS, RAINWEAR, ARMBANDS, RUBBER FOOTWEAR, BADGES, and AWARD BUTTONS.

Write for Our Catalogue

GRAUBARD'S 266 Mulberry St., Newark 5, N. J.
"America's Largest Safety Patrol Outfitters"

OPERATION *Safety*

NOW nearing the end of its fourth year, Operation Safety continues to plug away at the objectives set for it by the 1946 President's Highway Safety Conference.

The chief goal, as always, is, "to get traffic safety education down to the grassroots level." It was this broadness of purpose that necessitated cutting the problem into 12 monthly approaches—a device that has proved its practicality time and time again.

In dividing the entire traffic safety education problem into 12 such themes an attempt was made to stick, as nearly as possible, to seasonal lines.

The logic of this attack on the many intricate phases of the problem is perfectly demonstrated by the success of the October Operation Safety theme: Night Traffic Hazards.

The original purpose in concentrating on this phase of traffic safety in October is as valid now as it was when conceived in 1946: this is the month when the gradually shortened days of late Summer and early Fall begin to take their toll among drivers and pedestrians.

The change back from Daylight Saving Time, the sudden envelopment of the hours of peak traffic by darkness and the deceptive nature of October's evening shadows all combine to make it the most logical month of the year in which to emphasize night traffic hazards.

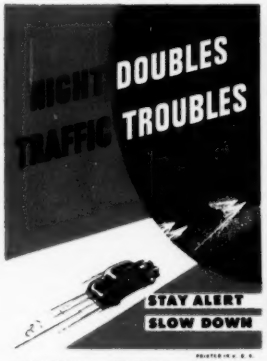
All materials in the October Operation Safety kit urge a reduction of speed, greater caution and rescheduling of trips to avoid the fatigue of night driving on the part of motorists. Pedestrians are reminded of the dangers confronting them in October when their relative invisibility to oncoming drivers makes them unfair prey on the highway.

A page of suggested limericks for contest use in connection with October's program is included in addition to the newspaper releases, radio scripts, spot radio announcements and other materials making up the kit.

TRAFFIC and MOTOR

TO MOTORISTS **TO PEDESTRIANS**

FOR OCTOBER POSTING



NATIONAL SAFETY COUNCIL

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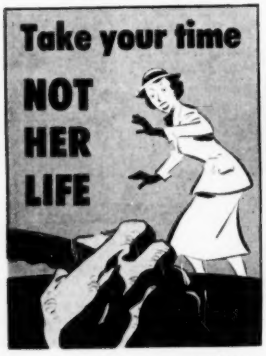
T-9350-B 17x23

NATIONAL SAFETY COUNCIL

T-9351-B 17x23

ADVANCE SHOWING FOR NOVEMBER POSTING



NATIONAL SAFETY COUNCIL

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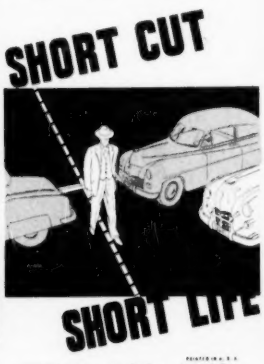

NATIONAL SAFETY COUNCIL

T-9363-B 17x23

POSTER PRICES

Quantity	25"x38"	17"x23"	8½"x11½"
1-9	$0.29 ea.	$0.18 ea.	$0.09 ea.
10-99	.23 ea.	.15 ea.	.05 ea.
100-999	.19 ea.	.138 ea.	.046 ea.
1000-4999*	.17 ea.	.102 ea.	.034 ea.

(Posters on opposite page are double these prices to non-members of the National Safety Council.) YOUR CREDIT LINE can be imprinted (at the time of the press run) on any of the featured traffic posters of these sizes only: 25"x38" and 17"x23". Details on imprinting and deadline dates for imprinted orders will be sent on request. *Write for prices on quantities of 5,000 or more.

ANNUAL POSTER ORDERS. Write for special rates.

TRANSPORTATION POSTERS

For additional posters see the 1951 Poster Directory

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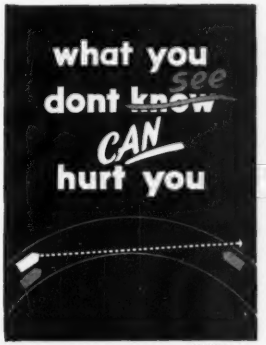

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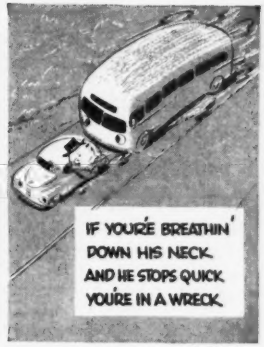

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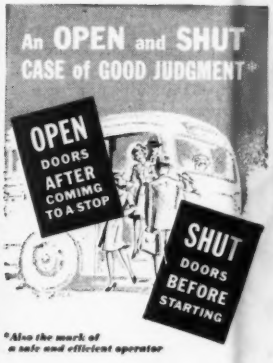
An OPEN and SHUT CASE of GOOD JUDGMENT*
OPEN DOORS AFTER COMING TO A STOP
SHUT DOORS BEFORE STARTING
*Also the mark of a safe and efficient operator

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8200-B 17x23

NATIONAL SAFETY COUNCIL
8987-B 17x23

The TRAFFIC TOLL

By H. Gene Miller
Director, NSC Statistical Division

July traffic deaths total 3,150 to mark unexpected check on rising traffic toll. 19,740 persons were killed in traffic during the first seven months of 1951 as deaths kept pace with gain in travel.

THE nation's motorists slammed on the brakes in July and held the traffic death toll to the same total as in July last year.

This abrupt halt in the mounting death toll was entirely unexpected, since the June total had gone up 18 per cent for the greatest increase of the year.

The July toll was 3,150. That boosted the seven-month total for 1951 to 19,470—an overall increase of 7 per cent over the corresponding period of 1950.

Recapitulated the monthly changes in the traffic death toll this year are as follows:

January	+17%
February	+ 4%
March	+ 9%
April	— 3%
May	+ 3%
June	+18%
July	0

As Ned H. Dearborn, Council president put it: "We're scratching our heads over this, too. There is no clear-cut explanation for this up and down record. It's the strangest in many years.

"We can only hope that the July improvement reflects the influence of the intensive nationwide campaign to postpone the millionth traffic death."

The millionth death is expected sometime between Dec. 15 and Dec. 31 on the basis of current figures. At the end of July, the total of traffic deaths since the advent of the automobile was approximately 983,000.

"The comparatively favorable record in July, while not actually a reduction, is a step in the right direction," Mr. Dearborn said. "The hazardous Labor Day holiday just ahead is a good time to resolve that you won't be one in a million."

Incomplete travel figures for the first seven months of the year show mileage is up 8 per cent. Since that is virtually the same as the death increase for seven months, the mileage death rate (deaths per 100,000,000 miles) remains at 6.8—the same as the seven-month rate last year.

Of the 46 states reporting for July, 22 had fewer deaths than in July a year ago, one had no change, and 23 had more deaths. In June only 10 of 44 reporting states had fewer deaths.

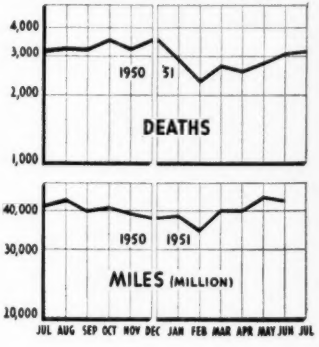
For the first seven months, 14 states had fewer deaths, one reported no

MOTOR-VEHICLE DEATHS

MONTH	1949	1950	1951	1949-51 Change	1950-51 Change
January	2,360	2,470	2,890	+22%	+17%
February	1,980	2,210	2,300	+16%	+ 4%
March	2,160	2,490	2,710	+25%	+ 9%
April	2,350	2,640	2,560	+ 9%	— 3%
May	2,450	2,700	2,780	+13%	+ 3%
June	2,390	2,610	3,080	+29%	+18%
July	2,810	3,150	3,150	+12%	0
Seven Months	16,500	18,270	19,470	+18%	+ 7%
August	2,910	3,210	.....	.....	.....
September	2,970	3,200	.....	.....	.....
October	3,090	3,530	.....	.....	.....
November	2,990	3,210	.....	.....	.....
December	3,240	3,580	.....	.....	.....
TOTAL	31,701	35,000	.....	.....	.....

1949 annual total National Office of Vital Statistics; all others National Safety Council estimates. The 1951 national estimate is arrived at by assuming that the percentage change from 1950 to 1951 in the states reporting for both years reflects the 1950-51 change in the entire country. Since national estimates made in this way become more accurate as more states report, revisions are made from time to time as new reports are received for the various months. For this reason the figures given above for 1951 may differ slightly from figures for the same months which will be published in future issues of PUBLIC SAFETY.

MONTHLY MOTOR-VEHICLE DEATHS AND TRAFFIC TRENDS 1950-1951

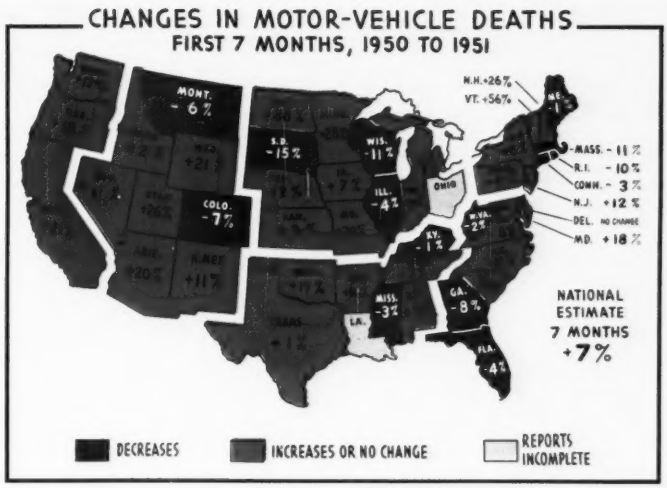


change, and 31 had more deaths. The 14 states with fewer deaths in the seven-month period were:

	% Change
South Dakota	—15%
Massachusetts	—11%
Wisconsin	—11%
Rhode Island	—10%
Georgia	— 8%
Colorado	— 7%
Montana	— 6%
Illinois	— 4%
Florida	— 4%
Mississippi	— 3%
Connecticut	— 3%
West Virginia	— 2%
Kentucky	— 1%
Maine	— 1%

Among 436 cities reporting for July, there were 4 per cent fewer deaths than in July, 1950. But for the first seven months, cities had 4 per cent more deaths (compared with a 7 per cent increase for the entire nation).

Of the 436 cities, 296 had perfect records in July. The three largest were Rochester, N. Y. (331,300), St. Paul, Minn. (309,500), and Providence, R. I. (247,700).



For the seven months, 100 of the 436 cities still had no-death records. The three largest were Bridgeport, Conn. (159,400), Manchester, N. H. (82,600), and Racine, Wis. (70,700).

Only 86 of the 436 cities had more deaths in July than they had in the corresponding month of 1950, while 256 showed no change and 94 had fewer

To Page 35

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities, except for Louisiana, Michigan, New Mexico and Ohio which are reported by registrars of vital statistics.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on the 1950 census.

States shown in heavy type have improved in 1951 compared with 1950 or showed no change. All figures are provisional.

Mileage Rate: The number of deaths per 100,000,000 vehicle miles of travel.

(Figures in parentheses following the 1951 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

	Months Reported	Deaths Identical Period 1951	1950	1949	% Changes 1950 to 1951	1949 to 1951	1951 Pop. Rate	1951 Mile. Rate	
U.S.	7	19,470	18,270	16,500	+ 7%	+ 18%	24.8	6.8	(6)
Ala.	7	413	403	324	+ 2%	+ 27%	23.1	8.7	(5)
Ariz.	7	193	161	133	+ 20%	+ 45%	43.9	10.3	(5)
Ark.	7	208	183	197	+ 14%	+ 6%	18.6	7.4	(6)
Calif.	7	1,833	1,515	1,491	+ 21%	+ 23%	29.7	7.0	(6)
Colo.	7	**183**	**196**	**151**	**— 7%**	**+ 21%**	**23.4**	**5.4**	**(5)**
Conn.	7	**132**	**136**	**106**	**— 3%**	**+ 25%**	**11.2**	**3.8**	**(5)**
Del.	7	**43**	**43**	**40**	**0**	**+ 8%**	**23.1**	**6.2**	**(6)**
Fla.	7	**487**	**505**	**337**	**— 4%**	**+ 45%**	**29.9**	**8.0**	**(5)**
Ga.	7	**442**	**483**	**372**	**— 8%**	**+ 19%**	**21.9**	**6.9**	**(5)**
Idaho	7	113	111	69	+ 2%	+ 64%	32.7	6.8	(5)
Ill.	7	**1,007**	**1,049**	**953**	**— 4%**	**+ 6%**	**19.7**	**6.1**	**(5)**
Ind.	7	646	588	587	+ 10%	+ 10%	28.0	7.1	(5)
Ia.	7	314	294	283	+ 7%	+ 11%	20.4	5.4	(6)
Kans.	7	292	283	260	+ 3%	+ 12%	26.1	7.5	(4)
Ky.	7	**372**	**376**	**292**	**— 1%**	**+ 27%**	**21.6**	**7.8**	**(5)**
La.	6	256	246	223	+ 4%	+ 15%	19.0	8.3	(5)
Me.	7	**72**	**73**	**70**	**— 1%**	**+ 3%**	**13.4**	**5.1**	**(5)**
Md.	7	298	253	245	+ 18%	+ 22%	21.7	7.1	(5)
Mass.	7	**238**	**267**	**236**	**— 11%**	**+ 1%**	**8.7**	**3.6**	**(5)**
Mich.	7	898	823	716	+ 9%	+ 25%	24.1	6.2	(5)
Minn.	7	303	237	267	+ 28%	+ 13%	17.3	5.5	(5)
Miss.	7	**258**	**266**	**184**	**— 3%**	**+ 40%**	**20.3**	**7.9**	**(5)**
Mo.	7	514	428	380	+ 20%	+ 35%	22.2	5.7	(4)
Mont.	7	**106**	**113**	**89**	**— 6%**	**+ 19%**	**30.4**	**6.8**	**(5)**
Neb.	7	157	154	111	+ 2%	+ 41%	20.1	5.0	(6)
Nev.	7	61	55	43	+ 11%	+ 42%	65.4	13.4	(3)

	Months Reported	Deaths Identical Period 1951	1950	1949	% Changes 1950 to 1951	1949 to 1951	1951 Pop. Rate	1951 Mile. Rate	
N. H.	7	48	38	32	+ 26%	+ 50%	15.4	3.5	(5)
N. J.	7	393	352	311	+ 12%	+ 26%	13.8	4.0	(5)
N. M.	7	197	178	149	+ 11%	+ 32%	48.9	11.4	(4)
N. Y.	7	1,087	1,037	976	+ 5%	+ 11%	12.5	5.7	(5)
N. C.	7	556	500	445	+ 11%	+ 25%	23.4	7.6	(5)
N. D.	7	79	42	53	+ 88%	+ 49%	21.7	.....	.....
Ohio	6	807	802	817	+ 1%	— 1%	20.3	5.7	(5)
Okla.	7	318	267	305	+ 19%	+ 4%	24.4	6.8	(2)
Ore.	7	225	191	150	+ 18%	+ 50%	25.3	5.9	(5)
Pa.	7	879	795	832	+ 11%	+ 6%	14.3	5.1	(5)
R. I.	7	**35**	**39**	**32**	**— 10%**	**+ 9%**	**7.6**	**2.8**	**(5)**
S. C.	7	383	348	297	+ 10%	+ 29%	31.0	10.6	(5)
S. D.	7	**75**	**88**	**69**	**— 15%**	**+ 9%**	**19.5**	**1.9**	**(4)**
Tenn.	7	412	386	336	+ 7%	+ 23%	21.4	6.5	(5)
Texas	7	1,269	1,253	991	+ 1%	+ 28%	28.2	7.6	(6)
Utah	7	110	87	83	+ 26%	+ 33%	27.1	8.0	(5)
Vt.	7	42	27	34	+ 56%	+ 24%	18.9	4.8	(6)
Va.	7	533	494	410	+ 8%	+ 30%	27.6	8.0	(5)
Wash.	7	261	230	212	+ 13%	+ 23%	18.8	5.1	(5)
W. Va.	7	**187**	**191**	**189**	**— 2%**	**— 1%**	**15.9**	**7.1**	**(5)**
Wis.	7	**370**	**414**	**382**	**— 11%**	**— 3%**	**18.4**	**5.0**	**(5)**
Wyo.	7	94	78	61	+ 21%	+ 54%	55.4	9.7	(5)
CANADIAN PROVINCES									
B. C.	5	59	34	52	+ 74%	+ 13%	12.4	.....	.....
Man.	6	32	19	22	+ 68%	+ 45%	8.1	.....	.....
Ont.	5	301	220	256	+ 37%	+ 18%	16.0	.....	.....
Sask.	6	16	27	35	— 41%	— 54%	3.7	.....	.....

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or industrial premises) are not included; nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1951 registration death rate which is the number per 10,000 registered vehicles on an annual basis. Vehicle registration figures are for the year 1950 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by size of total vehicle registration — from large to small.

Cities shown in heavy type have improved in 1951 compared to 1950.

The population death rate is the number of deaths per 100,000 population on an anual basis. Populations are as of April, 1950.

	Seven Months 1951	1950	1949	1951 Reg. Rate	1951 Pop. Rate
ALL REPORTING CITIES				3.0	9.3
(Group I (1,000,000 and Over)					
1. Los Angeles, Calif.	153	142	152	3.1	13.4
2. Detroit, Mich.	118	110	97	3.4	11.0
All cities in this group				4.1	9.2
3. Philadelphia, Pa.	96	92	86	4.4	8.0
4. New York, N. Y.	326	302	330	4.7	7.1
5. Chicago, Ill.	234	230	230	4.8	11.1
Group II (750,000 to 1,000,000)					
1. San Francisco, Calif.	51	31	28	2.3	7.5
2. Washington, D. C.	**31**	**38**	**33**	**2.8**	**6.7**
All cities in this group				3.4	10.2
3. Cleveland, Ohio	60	50	60	3.5	11.4
4. St. Louis, Mo.	55	44	49	3.5	11.1
Group III (500,000 to 750,000)					
1. Minneapolis, Minn.	19	16	14	1.8	6.3
2. Milwaukee, Wis.	**27**	**30**	**26**	**2.7**	**7.3**
3. Pittsburgh, Pa.	**27**	**28**	**37**	**3.0**	**6.9**
All cities in this group				3.1	8.7
4. Buffalo, N. Y.	33	27	26	3.2	9.8
5. Houston, Tex.	38	38	26	3.3	11.0
6. New Orleans, La.	31	27	19	4.5	9.4
7. Cincinnati, Ohio	41	33	22	5.1	14.0
Group IV (350,000 to 500,000)					
1. Portland, Ore.	**23**	**25**	**11**	**1.1**	**10.6**
2. Seattle, Wash.	23	21	28	2.0	8.5
3. Dallas, Tex.	29	25	15	2.8	11.5
All cities in this group				3.1	10.7
4. Denver, Colo.	27	23	31	3.1	11.2
5. San Antonio, Tex.	**24**	**28**	**28**	**3.2**	**10.1**
6. Kansas City, Mo.	25	16	15	3.2	9.5
7. Indianapolis, Ind.	**34**	**39**	**25**	**3.2**	**13.7**
8. Newark, N. J.	**22**	**24**	**9**	**3.5**	**8.6**
9. Oakland, Calif.	30	21	21	3.6	13.5
10. Memphis, Tenn.	**21**	**26**	**18**	**3.7**	**9.1**
11. Louisville, Ky.	26	18	20	4.1	11.5
Group V (200,000 to 350,000)					
1. Providence, R. I.	**4**	**9**	**6**	**0.8**	**2.8**
2. Akron, Ohio	**7**	**15**	**11**	**1.3**	**4.4**
3. Honolulu, T. H.	**8**	**16**	**13**	**1.6**	**5.8**
4. Rochester, N. Y.	13	13	14	1.7	6.7
5. Syracuse, N. Y.	7	4	7	1.8	5.5
6. Atlanta, Ga.	16	13	24	2.2	8.4
7. St. Paul, Minn.	15	15	15	2.3	8.3
8. Dayton, Ohio	16	9	19	2.4	11.3
9. Miami, Fla.	**18**	**23**	**15**	**2.4**	**12.5**
10. Oklahoma City, Okla.	15	12	8	2.5	10.6
All cities in this group				2.9	10.4
11. Richmond, Va.	14	13	9	3.2	10.4
12. Toledo, Ohio	25	20	21	3.5	14.2
13. Jacksonville, Fla.	**14**	**23**	**8**	**3.6**	**11.8**
14. Long Beach, Calif.	24	17	20	3.7	16.9
15. Birmingham, Ala.	20	20	13	4.2	11.5
16. Fort Worth, Tex.	26	24	23	4.3	16.1
17. Norfolk, Va.	13	10	13	4.3	10.4
18. Omaha, Neb.	18	12	14	4.4	12.5
19. Worcester, Mass.	12	6	8	4.6	10.2
20. San Diego, Calif.	35	31	28	5.6	18.7
Group VI (100,000 to 200,000)					
1. Bridgeport, Conn.	**0**	**9**	**2**	**0.0**	**0.0**
2. Waterbury, Conn.	**1**	**3**	**1**	**0.5**	**1.6**
3. South Bend, Ind.	**2**	**6**	**11**	**0.7**	**3.0**
4. Berkeley, Calif.	**2**	**6**	**16**	**0.8**	**3.0**
5. Wichita, Kans.	5	3	5	1.1	5.2
6. Peoria, Ill.	**3**	**9**	**5**	**1.2**	**4.6**
7. Baton Rouge, La.	**3**	**6**	**6**	**1.2**	**4.1**
8. Grand Rapids, Mich.	6	6	6	1.2	5.9
9. Sacramento, Calif.	**6**	**10**	**16**	**1.4**	**7.6**
10. Erie, Pa.	**4**	**6**	**4**	**1.5**	**5.3**
11. Wilmington, Del.	4	4	7	1.6	6.2
12. Pasadena, Calif.	**5**	**11**	**5**	**1.6**	**8.2**
13. Tulsa, Okla.	8	7	11	1.7	7.6
14. Phoenix, Ariz.	8	7	8	1.8	13.0
15. New Haven, Conn.	**5**	**9**	**9**	**1.8**	**5.2**
16. Trenton, N. J.	**6**	**7**	**6**	**1.9**	**8.0**
17. Cambridge, Mass.	**3**	**11**	**4**	**2.0**	**4.3**
18. Yonkers, N. Y.	4	5	4	2.0	4.5
19. Des Moines, Iowa	**8**	**14**	**13**	**2.0**	**7.7**
20. Allentown, Pa.	4	1	2	2.0	6.5
21. Little Rock, Ark.	4	4	2	2.1	6.8
22. Canton, Ohio	6	6	5	2.3	8.8
23. Fort Wayne, Ind.	8	8	8	2.5	10.3
24. Reading, Pa.	5	5	8	2.5	7.9
25. Springfield, Mass.	7	5	4	2.6	7.4
All cities in this group				2.6	9.5
26. Evansville, Ind.	7	5	12	2.6	10.9
27. Chattanooga, Tenn.	**7**	**11**	**7**	**3.0**	**9.2**
28. Hartford, Conn.	9	9	2	3.2	8.7
29. Austin, Tex.	9	2	2	3.4	11.7
30. Shreveport, La.	10	3	7	3.5	13.7
31. Montgomery, Ala.	6	6	4	3.5	9.8
32. Tampa, Fla.	10	5	8	3.6	13.8
33. Utica, N. Y.	6	2	2	3.7	10.1
34. Flint, Mich.	16	15	8	3.9	16.8
35. Nashville, Tenn.	**16**	**23**	**13**	**4.0**	**15.8**
36. Salt Lake City, Utah	17	7	11	4.1	16.0
37. Spokane, Wash.	15	9	5	4.4	16.0
38. Youngstown, Ohio	15	8	11	4.7	15.3
39. Corpus Christi, Tex.	11	2	4	4.7	17.4
40. Knoxville, Tenn.	12	10	4	5.1	16.6
41. Charlotte, N. C.	15	6	8	5.1	19.3
42. Duluth, Minn.	9	5	8	5.7	14.8
43. Elizabeth, N. J.	11	9	2	6.5	16.7
Group VII (50,000 to 100,000)					
1. Racine, Wis.	**0**	**3**	**5**	**0.0**	**0.0**
2. Johnstown, Pa.	**0**	**2**	**3**	**0.0**	**0.0**
3. Durham, N. C.	**0**	**1**	**5**	**0.0**	**0.0**
4. Manchester, N. H.	**0**	**2**	**3**	**0.0**	**0.0**
5. Wheeling, W. Va.	**0**	**11**	**3**	**0.0**	**0.0**
6. Kalamazoo, Mich.	**1**	**3**	**3**	**0.5**	**3.0**
7. Lincoln, Neb.	**1**	**2**	**1**	**0.5**	**1.8**
8. Jackson, Mich.	**1**	**3**	**2**	**0.6**	**3.4**
9. Roanoke, Va.	**1**	**3**	**7**	**0.6**	**1.9**
10. Waterloo, Iowa	**1**	**8**	**1**	**0.7**	**2.7**
11. Lakewood, Ohio	**1**	**5**	**1**	**0.8**	**2.5**
12. Lynn, Mass.	**1**	**5**	**1**	**0.8**	**1.7**
13. Portland, Me.	**1**	**3**	**2**	**0.8**	**2.2**
14. East Orange, N. J.	1	1	2	0.8	2.3
15. Mount Vernon, N. Y.	1	1	2	0.8	2.4
16. Oak Park, Ill.	**1**	**3**	**1**	**0.8**	**2.7**
17. Aurora, Ill.	**1**	**3**	**1**	**0.9**	**3.4**
18. New Britain, Conn.	**1**	**2**	**1**	**0.9**	**2.3**
19. Cleveland Heights, Ohio	1	1	4	0.9	2.9
20. New Rochelle, N. Y.	1	1	0	1.0	2.9
21. Fresno, Calif.	4	4	4	1.0	7.0
22. Winston-Salem, N. C.	**2**	**6**	**3**	**1.1**	**4.6**
23. Charleston, W. Va.	2	7	5	1.1	4.7
24. Springfield, Ohio	**2**	**3**	**7**	**1.2**	**4.4**
25. Lubbock, Tex.	**2**	**8**	**1**	**1.2**	**4.8**
26. San Jose, Calif.	4	3	7	1.2	7.2
27. Davenport, Iowa	**2**	**5**	**2**	**1.2**	**4.7**
28. Brookline, Mass.	1	0	2	1.2	3.0
29. Lancaster, Pa.	2	1	1	1.3	5.4
30. Alexandria, Va.	2	2	1	1.4	5.6
31. Muncie, Ind.	**2**	**6**	**2**	**1.4**	**5.9**
32. Richmond, Calif.	**3**	**12**	**4**	**1.4**	**5.2**
33. Atlantic City, N. J.	**1**	**6**	**3**	**1.4**	**2.8**
34. Rockford, Ill.	**4**	**8**	**6**	**1.4**	**7.4**
35. Glendale, Calif.	**4**	**6**	**6**	**1.5**	**7.2**
36. Clifton, N. J.	**2**	**4**	**4**	**1.7**	**5.3**
37. Greensboro, N. C.	**3**	**5**	**5**	**1.8**	**7.0**
38. Charleston, S. C.	**2**	**4**	**2**	**1.8**	**5.0**
39. Binghamton, N. Y.	3	5	4	1.8	6.3
40. Sioux City, Iowa	**3**	**4**	**4**	**1.9**	**6.1**
41. Columbia, S. C.	4	1	2	1.9	8.0
42. Raleigh, N. C.	**4**	**5**	**5**	**2.0**	**10.6**
43. Lansing, Mich.	**5**	**8**	**1**	**2.0**	**9.3**
44. Schenectady, N. Y.	5	3	8	2.1	9.3
45. Brockton, Mass.	**2**	**3**	**4**	**2.1**	**5.5**
46. Pawtucket, R. I.	3	1	0	2.1	6.3
47. Hamilton, Ohio	3	3	6	2.2	8.9
All cities in this group				2.2	8.1
48. St. Joseph, Mo.	**3**	**4**	**3**	**2.2**	**6.8**
49. Wilkes-Barre, Pa.	3	1	3	2.3	6.7
50. Green Bay, Wis.	3	2	3	2.3	9.8
51. Alameda, Calif.	3	3	1	2.4	8.1
52. Bay City, Mich.	3	2	3	2.4	9.8
53. St. Petersburg, Fla.	6	6	4	2.5	10.7
54. Madison, Wis.	5	4	2	2.5	9.0
55. Medford, Mass.	2	1	0	2.5	5.2
56. Huntington, W. Va.	4	3	3	2.7	8.0
57. Saginaw, Mich.	6	4	7	2.7	11.1
58. Topeka, Kans.	5	1	2	2.7	11.0
59. Springfield, Ill.	6	6	8	2.9	12.7
60. Orlando, Fla.	5	4	3	2.9	16.5
61. Albuquerque, N. M.	**8**	**11**	**6**	**2.9**	**14.1**
62. Covington, Ky.	3	0	2	2.9	8.0
63. East Chicago, Ind.	**2**	**3**	**5**	**3.0**	**6.3**
64. Columbus, Ga.	4	1	2	3.0	8.6
65. Sioux Falls, S. D.	4	4	2	3.2	13.1
66. Joliet, Ill.	5	2	5	3.3	16.3
67. Pueblo, Colo.	**5**	**6**	**3**	**3.4**	**13.5**
68. Macon, Ga.	5	4	2	3.4	12.2
69. Lowell, Mass.	4	4	4	3.5	7.1
70. Stockton, Calif.	10	5	10	3.6	23.9
71. Santa Monica, Calif.	6	2	4	3.6	14.4
72. Pontiac, Mich.	8	7	2	3.6	18.8
73. Decatur, Ill.	6	6	6	3.7	15.2
74. Terre Haute, Ind.	6	6	9	3.8	16.1
75. Evanston, Ill.	5	4	0	3.9	11.7
76. Jackson, Miss.	7	7	4	3.9	12.3
77. Lorain, Ohio	4	1	4	4.0	13.5
78. Portsmouth, Va.	4	4	4	4.1	8.6
79. Cicero, Ill.	5	5	1	4.3	12.8
80. Springfield, Mo.	7	1	2	4.6	18.1
81. Gadsden, Ala.	3	3	3	4.9	9.3
82. Dearborn, Mich.	15	11	8	5.7	27.2
83. Stamford, Conn.	9	4	2	7.9	21.0
84. Hammond, Ind.	11	6	9	8.0	21.6
Group VIII (25,000 to 50,000)					
1. Boise, Idaho	**0**	**4**	**0**	**0.0**	**0.0**
2. Royal Oak, Mich.	**0**	**1**	**3**	**0.0**	**0.0**
3. Ann Arbor, Mich.	0	0	0	0.0	0.0
4. Lake Charles, La.	0	0	1	0.0	0.0
5. White Plains, N. Y.	0	0	3	0.0	0.0
6. Billings, Mont.	**0**	**1**	**1**	**0.0**	**0.0**
7. Cheyenne, Wyo.	**0**	**2**	**2**	**0.0**	**0.0**
8. Plainfield, N. J.	**0**	**3**	**4**	**0.0**	**0.0**
9. Bloomfield, N. J.	**0**	**1**	**1**	**0.0**	**0.0**
10. Great Falls, Mont.	0	0	0	0.0	0.0
11. Independence, Mo.	0	0	3	0.0	0.0
12. Wauwatosa, Wis.	0	0	1	0.0	0.0
13. Eau Claire, Wis.	**0**	**1**	**2**	**0.0**	**0.0**
14. Tallahassee, Fla.	**0**	**2**	**1**	**0.0**	**0.0**
15. West Hartford, Conn.	0	0	1	0.0	0.0
16. Newport News, Va.	0	0	3	0.0	0.0
17. Ithaca, N. Y.	0	0	1	0.0	0.0
18. Burlington, Iowa	**0**	**3**	**0**	**0.0**	**0.0**
19. Wausau, Wis.	0	0	1	0.0	0.0
20. Meriden, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
21. Beloit, Wis.	**0**	**2**	**2**	**0.0**	**0.0**
22. Watertown, N. Y.	**0**	**2**	**1**	**0.0**	**0.0**
23. Alliance, Ohio	0	0	1	0.0	0.0
24. Kingston, N. Y.	**0**	**2**	**1**	**0.0**	**0.0**
25. St. Cloud, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
26. Parma, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
27. New Kensington, Pa.	**0**	**2**	**0**	**0.0**	**0.0**
28. Oak Ridge, Tenn.	**0**	**1**	**0**	**0.0**	**0.0**
29. Lincoln Park, Mich.	**0**	**2**	**4**	**0.0**	**0.0**
30. Middletown, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
31. Shaker Heights, Ohio	0	0	1	0.0	0.0
32. Teaneck, N. J.	0	0	1	0.0	0.0
33. Belmont, Mass.	0	0	0	0.0	0.0
34. Tucson, Ariz.	1	1	6	0.4	3.8
35. West Allis, Wis.	1	1	2	0.7	4.0
36. Mansfield, Ohio	**1**	**3**	**1**	**0.8**	**3.9**
37. Vancouver, Wash.	**1**	**3**	**3**	**0.9**	**6.1**
38. Poughkeepsie, N. Y.	**1**	**2**	**1**	**1.0**	**4.2**
39. Elmira, N. Y.	**1**	**3**	**0**	**1.0**	**3.4**
40. Palo Alto, Calif.	**1**	**2**	**2**	**1.0**	**6.8**
41. High Point, N. C.	1	1	1	1.0	4.3
42. Everett, Wash.	**1**	**2**	**1**	**1.0**	**5.1**
43. Enid, Okla.	1	1	1	1.1	4.8
44. Hagerstown, Md.	**1**	**3**	**1**	**1.2**	**4.7**
45. Muskegon, Mich.	2	1	2	1.3	7.1
46. Rochester, Minn.	1	0	0	1.4	5.8
47. Colorado Spgs., Colo.	2	2	2	1.4	7.6
48. Clarksburg, W. Va.	1	1	0	1.4	5.4
49. Waltham, Mass.	1	1	1	1.5	3.6
50. Mason City, Iowa	1	1	1	1.5	6.2
51. Kankakee, Ill.	1	1	0	1.5	6.6
52. Rome, N. Y.	1	0	2	1.5	4.1
53. Bloomington, Ind.	**1**	**2**	**0**	**1.5**	**6.1**
54. Fairmont, W. Va.	**1**	**8**	**4**	**1.6**	**5.8**
55. Monitowoc, Wis.	1	0	1	1.6	6.2

	Seven Months			1951 Reg. Rate	1951 Pop. Rate
	1951	1950	1949		
56. Torrington, Conn.	1	0	0	1.7	6.2
57. Rapid City, S. D.	**1**	**2**	**1**	**1.7**	**6.8**
58. Provo, Utah	1	1	3	1.8	5.9
59. Bristol, Conn.	1	1	1	1.8	4.8
60. West Haven, Conn.	**1**	**5**	**1**	**1.8**	**5.4**
61. Battle Creek, Mich.	**3**	**4**	**1**	**1.8**	**10.6**
62. Granite City, Ill.	**1**	**2**	**0**	**1.9**	**5.9**
63. Greenwich, Conn.	**1**	**5**	**4**	**1.9**	**4.2**
64. Elkhart, Ind.	**2**	**4**	**2**	**1.9**	**9.6**
65. Superior, Wis.	**1**	**4**	**1**	**2.0**	**4.9**
66. San Leandro, Calif.	2	2	0	2.0	12.5
67. Wyandotte, Mich.	2	0	0	2.1	9.3
68. Zanesville, Ohio	**2**	**4**	**1**	**2.1**	**8.5**
69. Dubuque, Iowa	2	0	3	2.1	6.9
70. Jamestown, N. Y.	2	2	3	2.1	7.9
71. Council Bluffs, Iowa	**2**	**4**	**3**	**2.2**	**7.6**
All cities in this group				2.2	8.6
72. Mt. Lebanon, Pa.	1	0	0	2.2	6.5
73. LaCrosse, Wis.	2	1	4	2.2	7.2
74. Moline, Ill.	**2**	**5**	**3**	**2.2**	**9.2**
75. Waukegan, Ill.	**2**	**3**	**3**	**2.3**	**8.8**
76. Concord, N. H.	1	0	0	2.3	6.1
77. Kearny, N. J.	**1**	**4**	**1**	**2.4**	**4.3**
78. Oshkosh, Wis.	2	0	4	2.5	8.4
79. Lakeland, Fla.	2	0	2	2.5	11.1
80. Bloomington, Ill.	2	2	1	2.7	10.1
81. Chicopee, Mass.	2	1	0	2.8	7.0
82. Sandusky, Ohio	2	2	2	2.8	11.8
83. Beverly Hills, Calif.	3	0	3	2.9	17.8
84. Arlington, Mass.	2	2	1	2.9	7.8
85. Pensacola, Fla.	4	1	3	2.9	15.8
86. Daytona Beach, Fla.	**2**	**3**	**3**	**3.0**	**11.7**
87. Danville, Va.	2	2	2	3.0	9.8
88. Lafayette, Ind.	3	0	1	3.0	14.5
89. Steubenville, Ohio	2	0	0	3.0	9.6
90. Rock Island, Ill.	3	2	1	3.1	10.6
91. Tuscaloosa, Ala.	2	2	5	3.1	7.4
92. Fond du Lac, Wis.	2	0	0	3.1	11.5
93. Ferndale, Mich.	**2**	**3**	**1**	**3.1**	**11.5**
94. Danbury, Conn.	2	1	0	3.1	11.2
95. Anderson, Ind.	4	3	3	3.2	14.7
96. Hackensack, N. J.	2	1	2	3.3	11.7
97. Manchester, Conn.	2	1	0	3.3	10.1
98. Norwich, Conn.	2	0	2	3.3	9.1
99. Morgantown, W. Va.	2	0	0	3.3	13.5
100. Linden, N. J.	2	1	2	3.3	11.3
101. Stratford, Conn.	2	2	0	3.3	10.2
102. Kokomo, Ind.	3	3	3	3.4	13.3
103. Eugene, Ore.	5	0	2	3.4	24.0
104. Hamden, Conn.	2	0	0	3.5	11.7
105. Appleton, Wis.	3	3	0	3.6	15.2
106. New London, Conn.	2	1	1	3.7	11.3
107. Ft. Lauderdale, Fla.	4	3	1	3.7	19.1
108. Wilmington, N. C.	3	0	3	3.7	13.4
109. West Orange, N. J.	2	1	2	3.8	12.0
110. Portsmouth, Ohio	**3**	**5**	**3**	**3.9**	**14.0**
111. Lwr. Merion Twp., Pa.	**3**	**6**	**11**	**3.9**	**11.4**
112. Winona, Minn.	2	0	1	3.9	13.7
113. Fitchburg, Mass.	3	1	1	4.5	12.0
114. Montclair, N. J.	3	1	0	5.0	11.7
115. Norwalk, Conn.	3	2	1	5.2	10.4
116. Highland Pk., Mich.	5	4	2	5.7	18.5
117. Warren, Ohio	**7**	**9**	**1**	**5.8**	**24.1**
118. E. Hartford, Conn.	3	1	0	5.8	17.5
119. Barberton, Ohio	4	2	1	6.2	24.6
120. San Mateo, Calif.	6	2	1	6.3	24.8
121. Riverside, Calif.	9	5	6	6.5	33.3
122. Orange, N. J.	4	3	2	7.1	17.9
123. Middletown, Ohio	6	2	2	7.1	30.6
124. Newburgh, N. Y.	4	1	1	8.5	32.2
125. Parkersburg, W. Va.	6	2	3	8.8	34.8
126. Hamtramck, Mich.	4	0	4	8.9	15.9
127. Milford, Conn.	3	2	2	9.9	19.5
128. Petersburg, Va.	6	3	0	12.4	29.3
129. Fairfield, Conn.	7	0	1	14.6	39.5
Group IX (10,000 to 25,000)					
1. Klamath Falls, Ore.	0	0	2	0.0	0.0
2. Birmingham, Mich.	0	0	2	0.0	0.0
3. Chillicothe, Ohio	**0**	**2**	**2**	**0.0**	**0.0**
4. Salisbury, N. C.	0	0	1	0.0	0.0
5. Mankato, Minn.	**0**	**1**	**1**	**0.0**	**0.0**
6. Ponca City, Okla.	**0**	**2**	**1**	**0.0**	**0.0**
7. Freeport, Ill.	0	0	0	0.0	0.0
8. La Porte, Ind.	0	0	2	0.0	0.0
9. Westfield, N. J.	0	0	0	0.0	0.0
10. Endicott, N. Y.	0	0	1	0.0	0.0
11. East Detroit, Mich.	**0**	**3**	**0**	**0.0**	**0.0**
12. Rahway, N. J.	**0**	**1**	**5**	**0.0**	**0.0**
13. Aberdeen, S. D.	0	0	0	0.0	0.0
14. Huntington, Ind.	**0**	**2**	**0**	**0.0**	**0.0**
15. Stillwater, Okla.	0	0	1	0.0	0.0
16. Jacksonville, Ill.	**0**	**2**	**1**	**0.0**	**0.0**
17. Webster Groves, Mo.	0	0	0	0.0	0.0
18. La Grange, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
19. Bismarck, N. D.	**0**	**1**	**0**	**0.0**	**0.0**
20. Johnson City, N. Y.	0	0	1	0.0	0.0
21. Bluefield, W. Va.	0	0	1	0.0	0.0
22. Martinsburg, W. Va.	0	0	1	0.0	0.0
23. Fort Myers, Fla.	0	0	3	0.0	0.0
24. Sterling, Ill.	0	0	0	0.0	0.0
25. Brainerd, Minn.	0	0	0	0.0	0.0
26. Kinston, N. C.	**0**	**1**	**0**	**0.0**	**0.0**
27. Griffin, Ga.	**0**	**1**	**0**	**0.0**	**0.0**
28. Fostoria, Ohio	**0**	**1**	**2**	**0.0**	**0.0**
29. McAlester, Okla.	0	0	1	0.0	0.0
30. Sweetwater, Tex.	**0**	**1**	**0**	**0.0**	**0.0**
31. East Lansing, Mich.	0	0	0	0.0	0.0

	Seven Months			1951 Reg. Rate	1951 Pop. Rate
	1951	1950	1949		
32. Cranford, N. J.	0	0	1	0.0	0.0
33. Highland Park, Ill.	0	0	3	0.0	0.0
34. Highland Park, Tex.	0	0	0	0.0	0.0
35. Richfield, Minn.	**0**	**3**	**1**	**0.0**	**0.0**
36. Watertown, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
37. Beckley, W. Va.	**0**	**1**	**1**	**0.0**	**0.0**
38. Owatonna, Minn.	0	0	0	0.0	0.0
39. Naugatuck, Conn.	0	0	0	0.0	0.0
40. Hawthorne, N. J.	0	0	0	0.0	0.0
41. Windham, Conn.	0	0	2	0.0	0.0
42. Central Falls, R. I.	0	0	2	0.0	0.0
43. Sault Ste. Marie, Mich.	0	0	0	0.0	0.0
44. Beaver Dam, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
45. Winnetka, Ill.	0	0	1	0.0	0.0
46. Red Wing, Minn.	0	0	0	0.0	0.0
47. Massena, N. Y.	0	0	0	0.0	0.0
48. Vernon, Conn.	**0**	**1**	**2**	**0.0**	**0.0**
49. Bristol, Conn.	0	0	1	0.0	0.0
50. Virginia, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
51. Ironwood, Mich.	0	0	0	0.0	0.0
52. Whitefish Bay, Wis.	0	0	0	0.0	0.0
53. Moundsville, W. Va.	**0**	**1**	**0**	**0.0**	**0.0**
54. La Salle, Ill.	**0**	**2**	**1**	**0.0**	**0.0**
55. Wethersfield, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
56. East Haven, Conn.	0	0	1	0.0	0.0
57. Ridgefield Pk., N. J.	0	0	0	0.0	0.0
58. So. Milwaukee, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
59. Ashland, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
60. Derby, Conn.	0	0	1	0.0	0.0
61. Webster, Mass.	0	0	0	0.0	0.0
62. Modesto, Calif.	**1**	**4**	**3**	**0.6**	**9.9**
63. Vallejo, Calif.	**1**	**2**	**3**	**1.0**	**7.4**
64. Kingsport, Tenn.	1	1	1	1.5	8.7
65. Holland, Mich.	**1**	**2**	**0**	**1.4**	**10.9**
66. Ypsilanti, Mich.	**1**	**2**	**0**	**1.6**	**9.3**
67. Austin, Minn.	1	0	0	1.6	7.4
68. Richland, Wash.	1	0	0	1.8	7.8
69. Meadville, Pa.	1	0	0	1.9	9.0
70. Ames, Iowa	1	0	0	1.9	7.4
71. Port Chester, N. Y.	1	0	0	1.9	7.1
72. Fremont, Ohio	1	1	1	1.9	10.4
73. Statesville, N. C.	1	0	0	2.0	10.2
All cities in this group				2.1	8.6
74. East Liverpool, Ohio	1	1	0	2.1	7.1
75. Owosso, Mich.	1	1	1	2.2	10.8
76. Ottawa, Ill.	1	1	0	2.3	10.1
77. Streator, Ill.	1	1	1	2.3	10.4
78. Albert Lea, Minn.	1	0	0	2.4	12.7
79. Hibbing, Minn.	1	0	0	2.4	10.6
80. Grosse Pt. Pk., Mich.	**1**	**2**	**1**	**2.5**	**13.2**
81. Astoria, Ore.	**1**	**3**	**2**	**2.5**	**14.0**
82. Reidsville, N. C.	1	0	0	2.5	14.5
83. Peru, Ind.	1	1	1	2.6	12.9
84. Leominster, Mass.	1	1	0	2.6	7.1
85. Butler, Pa.	2	2	2	2.9	14.6
86. Benton Harbor, Mich.	2	0	2	2.7	18.4
87. Bristol, Pa.	1	1	1	2.8	13.5
88. Lake Worth, Fla.	1	0	0	2.8	14.6
89. Faribault, Minn.	1	1	0	2.8	10.7
90. Annapolis, Md.	1	0	0	2.9	11.4
91. Moorhead, Minn.	1	0	1	2.9	11.6
92. Walla Walla, Wash.	2	0	2	2.9	14.2
93. Alpena, Mich.	1	1	1	2.9	13.1
94. Stevens Point, Wis.	**1**	**3**	**0**	**2.9**	**10.3**
95. Uniontown, Pa.	2	1	0	3.0	16.8
96. Niles, Ohio	1	0	1	3.0	10.2
97. Elmwood Park, Ill.	**1**	**2**	**1**	**3.2**	**9.1**
98. Muskegon Hgts., Mich.	**1**	**2**	**0**	**3.2**	**9.1**
99. East Moline, Ill.	**1**	**2**	**1**	**3.2**	**12.3**
100. Janesville, Wis.	2	1	2	3.2	13.8
101. Waukesha, Wis.	2	0	1	3.3	16.2
102. S. Charleston, W. Va.	**2**	**1**	**1**	**3.3**	**10.3**
103. Mamaroneck, N. Y.	**1**	**4**	**0**	**3.4**	**11.4**
104. Ansonia, Conn.	1	1	0	3.8	9.1
105. Wooster, Ohio	2	1	0	4.0	24.7
106. Shelton, Conn.	1	1	0	4.2	13.8
107. Monroe, Mich.	3	3	0	4.2	24.1
108. St. Louis Park, Minn.	2	0	1	4.3	15.2
109. Las Vegas, Nev.	3	2	0	4.5	21.1
110. Goshen, Ind.	2	1	0	4.5	26.4
111. Marietta, Ohio	2	0	1	4.6	21.4
112. Winchester, Conn.	1	0	1	4.8	16.5
113. Sumter, S. C.	3	0	2	5.7	26.0
114. Fergus Falls, Minn.	2	0	0	5.7	26.6
115. Groton, Conn.	1	0	0	6.0	8.6
116. Vincennes, Ind.	3	0	1	6.0	27.3
117. Logan, Utah	2	0	1	6.3	20.4
118. River Rouge, Mich.	2	0	1	6.3	16.8
119. Wallingford, Conn.	**2**	**3**	**0**	**6.3**	**20.3**
120. Connersville, Ind.	2	0	3	6.4	22.0
121. Westport, Conn.	2	0	1	6.7	29.6
122. Fort Madison, Iowa	2	1	0	6.8	23.0
123. Watertown, Conn.	1	1	1	8.1	16.0
124. Gardner, Mass.	3	1	1	9.4	26.2
125. Atchison, Kans.	3	0	3	9.5	40.2
126. Darien, Conn.	2	2	0	9.8	30.4
127. Kil'ingly, Conn.	2	1	1	10.5	34.3
128. Windsor, Conn.	2	0	2	10.6	29.1
129. Beacon, N. Y.	3	0	0	14.0	36.5
130. Branford, Conn.	3	0	0	14.2	48.5
131. Stonington, Conn.	**1**	**2**	**4**	**17.3**	**14.5**
132. Southington, Conn.	3	1	2	21.3	39.8
133. Enfield, Conn.	1	1	2	51.8	11.3
CANADIAN CITIES					
Toronto, Ont.	27	23	30		7.0
Montreal, Que.	**43**	**53**	**41**		**8.4**
Vancouver, B. C.	**14**	**15**	**20**		**8.8**

The Traffic Toll

From Page 33

deaths. For seven months, 148 had fewer deaths, including the following with populations of more than 200,000:

City	Deaths Fewer	Per Cent Decrease
Providence, R. I.	5	—56%
Akron, Ohio	8	—53%
Honolulu, T. H.	8	—50%
Jacksonville, Fla.	9	—39%
Miami, Fla.	5	—22%
Memphis, Tenn.	5	—19%
Washington, D. C.	7	—18%
San Antonio, Texas	4	—14%
Indianapolis, Ind.	5	—13%
Milwaukee, Wis.	3	—10%
Newark, N. J.	2	— 8%
Portland, Ore.	2	— 8%
Pittsburgh, Pa.	1	— 4%

The three leading cities for seven months in each population group, ranked according to the number of deaths per 10,000 registered vehicles were:

Group	1951 Reg. Rate	1951 Pop. Rate
Over 1,000,000 Population		
Los Angeles, Calif.	3.1	13.4
Detroit, Mich.	3.4	11.0
Philadelphia, Pa.	4.4	8.0
750,000-1,000,000 Population		
San Francisco, Calif.	2.3	7.5
Washington, D. C.	2.8	6.7
Cleveland, Ohio	3.5	11.4
500,000-750,000 Population		
Minneapolis, Minn.	1.8	6.3
Milwaukee, Wis.	2.7	7.3
Pittsburgh, Pa.	3.0	6.9
350,000-500,000 Population		
Portland, Ore.	1.1	10.6
Seattle, Wash.	2.0	8.5
Dallas, Texas	2.8	11.5
200,000-350,000 Population		
Providence, R. I.	0.8	2.8
Akron, Ohio	1.3	4.4
Honolulu, T. H.	1.6	5.8
100,000-200,000 Population		
Bridgeport, Conn.	0.0	0.0
Waterbury, Conn.	0.5	1.6
South Bend, Ind.	0.7	3.0
50,000-100,000 Population		
Racine, Wis.	0.0	0.0
Johnstown, Pa.	0.0	0.0
Durham, N. C.	0.0	0.0
25,000-50,000 Population		
Boise, Idaho	0.0	0.0
Royal Oak, Mich.	0.0	0.0
Ann Arbor, Mich.	0.0	0.0
10,000-25,000 Population		
Klamath Falls, Ore.	0.0	0.0
Birmingham, Mich.	0.0	0.0
Chillicothe, Ohio	0.0	0.0

GREEN CROSS NEWS

From Page 19

"Walk—Ride—Play—Cincy - Safe - T Council Way."

New Chapters Announced

Chapter status was approved by the NSC Board of Directors at its recent meeting in Chicago, for the Arkansas State Safety Council and the Alberta Safety Council (Edmonton, Alberta, Can.). The Board also approved changes in official names as follows: San Jose-Santa Clara Chapter, changed to Santa Clara County Chapter; Traffic Safety Council of Metropolitan Cincinnati, changed to Greater Cincinnati Safety Council; West Virginia Safety & Health Council, Inc., changed to West Virginia Safety Council, Inc.

Management Changes

NSC Western Region reports several recent changes among council managers. George F. Stoeberl is the new manager of the Maricopa County Chapter (Phoenix, Ariz.). He succeeds Herbert Hodgson. Stoeberl is a graduate of the University of Wisconsin, is a veteran and has had wide experience in public relations, advertising and journalism. . . . Kevin R. Twohy, formerly legal advisor for the San Jose branch of the California State Automobile Association, and a graduate of Santa Clara University, is the new manager of the Santa Clara County Chapter. He succeeds William J. Moore who recently became general manager of the Placer Gas Company at Auburn, Calif. . . . Harold G. Stanley has been made managing director of the Pasadena District Chapter. He was a naval lieutenant in World War II and has a BA degree in Business and Public Administration from Claremont Men's College. He recently completed a one-year internship in Municipal Management in the program conducted by the City of Pasadena.

Middletown Does It Again!

The Middletown Safety Council recently sponsored its "Annual Safety Dramatization Week," a citywide program in which many interested groups, the press, radio and theatres give fullest cooperation. The intensive 7-day program ran from July 23 to 29 and sound educational and promotional stunts were featured. Among 30 specific promotional activities there were many new ideas that clicked. "Careless Hill Cemetery" erected on the city lawn, was one of these; also the "Horror Board," erected by the State Patrol, which featured enlargements of actual accident photographs. The "Signs of Life" display, so popular last year, an exhibit of standard traffic signs on the High school lawn, was repeated this year and four similar displays were used in various locations throughout the city. "Slow Down, Brother" was the excellent slogan for the week. Gasoline stations distributed windshield cloths to all patrons bearing the wording in green: "This is Safety Week in Middletown . . . Help Us to Help You." Sixteen thousand of these were distributed. Movie trailers were used by all important theatres during the week, and the Mystery Voice of Safety" was a daily stunt that won acclaim. The Police Department cooperated and fitted in its own "Courtesy Week," with commendatory courteous driving citations passed out to 500 motorists.

Refreshing Editorial Bow

In the first issue of its "Newsletter," Manager Forst Lowery of the Greater Minneapolis Safety Council, dismissed the usual extended editorial bow in the following manner: "This is the first issue of the Newsletter. We'll spare you the customary recital of ideals, hopes, aspirations, etc. We're just in favor of people not killing themselves and each other." The new publication is attractively designed, a planagraphed, illustrated job, full of interesting, ably-edited news about the Council and its members.

Ladies for Safety

Nearly 300 women were registered at the recent Third Annual Women's Drivers' Clinic held in Fort Worth, co-sponsored by the Ft. Worth Safety Council and Leonard's Department Store in that city. The week's program included actual driving tests, a "roadeo" for the ladies and a written quiz. Ninety-six certificates were given out to the ladies who took the final day exam. A recent editorial in the *Ft. Worth Star-Telegram* praised the Clinic and its worthy objectives.

Junior Pedal Pushers' Club

The Edmonton Safety Council (Alberta, Can.) is sponsoring a "Junior Pedal Pushers' Club" to teach the early formation of safety bicycle riding habits among school youngsters in Grades 4, 5 and 6. The project was launched last Spring and is getting results. The Safety Council provides all needed literature including an attractive booklet, "Ride for your Life," five different bookmarks for each pupil and a capable supervisor from the Council to get the clubs under way. Regular weekly sessions are held during the bicycle season from 4 to 5:30 p.m. At the initial meeting of a new group, safety inspection is made and minor adjustments are corrected on the spot. An inspection sheet is completed to reveal conditions that are or may be dangerous. Each child is given a letter to his parents, explaining the objectives of the Club. A safety bookmark is given each child and when the youngster has attended five sessions and has the complete set of five he is eligible for membership, provided he has passed the skill tests given by the supervisor.

Fifth Anniversary

The fifth anniversary of the Oklahoma City Safety Council was observed on August 11 and as a gentle reminder, Manager Dan Hollingsworth sent out a neat 2-color birthday card with a "5-candle cake" drawn for the centerpiece. The folder pointed out that in the five years since the council was born, Oklahoma City has received ten national awards, including two Grand Awards in the National Traffic Safety Contest, plus national acclaim for other safety activities.

Oklahoma City on August 5th completed 10 years without a single bicycle death! There were two such deaths in two days in early Aug. 1941. Frank Smith, chief of police at that time, instructed the then nationally famous barbarshop quartette, the "Flat Foot Four," to plan and carry out a bike safety program that would put a stop to such deaths. That was the start of a broad educational program that has been carried on for a decade without a single fatality. Oklahoma City has 16,000 bicycles and its registration program has been in effect since 1936. The Oklahoma Safety Council, since its organization five years ago, has greatly expanded the original bike program.

Rogers Succeeds Parrott as Inter-American Safety Chief

W. T. Rogers, safety consultant, Ebasco Services Inc., has been named managing director of the Inter-American Safety Council, succeeding Captain J. N. Parrott, who retired because of ill health.

Inter-American Safety Council was

formed in 1938 to parallel in Latin America the work in the United States carried on by the National Safety Council.

Through its headquarters in New York the Safety Council serves as an Inter-American clearing house to gather and distribute information about causes of accidents and ways to prevent them and through contact with the members and constant research of its own staff and from many other sources is enabled to conduct a continuous and unified program of accident prevention. Information is disseminated through a great many publications such as magazines, pamphlets, booklets, posters and other employer and employee educational materials.

Inter-American Safety Council is also affiliated with the Safety Committees of Santiago, Chile; Barranquilla, Colombia; Bogota, Colombia; San Jose, Costa Rica; Guatemala City, Guatemala; Panama City, Panama and Lima, Peru.

Officers of the Council are: president, R. J. Farlow, secretary and treasurer, American & Foreign Power Company; first vice president, G. P. Sawyer, vice president, Cerro de Pasco Copper Corp.; second vice president, R. A. Hummel, president, Lone Star Cement Corp.; treasurer, K. B. Sprague, comptroller, American & Foreign Power Co.; secretary and vice-treasurer, Pedro M. Rincones, supervisor of training, Creole Petroleum Corp.; legal consultant, David E. Grant, Exselen & Rorer; managing director, W. T. Rogers, safety consultant, Ebasco Services, Inc.

Safety Stan, the Grocery Man

From Page 6

Two days before the show, we had given out 2,100 tickets; and since the theatre only seated 2,600 and we expected many parents to come with their children, we stopped giving out tickets. By actual count, we filled 2,490 seats.

Everyone had a good time, and we got a nice bit of publicity out of it. Again, a picture with a good story appeared in the daily newspaper.

At the end of one year, our sales had increased 27 per cent. We attribute this sales increase almost entirely to the Kiddieland Ballroom. Our advertising costs had increased less than 4 per cent. We, therefore, increased the program to one-half hour a day; its present cost is just about $100 a week. Kiddieland Ballroom is on the air Monday through Friday, from 5:00 to 5:30.

Public Service Pays Off! Whether you operate one store or many, I believe you can adopt this type of program to your organization. It pays to appeal to Mommy through her children.

And, it's kind of nice, too, to know that your contribution to the community welfare is solid and expanding. Safety — accident prevention — is not just a noncontroversial subject that's nice and safe and civic-minded; it's dynamite. The lives and welfare of ourselves and the children of our communities are at stake and that calls for action.

Best of all, of course, is that public safety programs — safety, community fund, etc.—pay off with big dividends that ring the bell on your cash register. When such programs boost sales to the degree that we have experienced, anyone would be a plain, dumb fool to do anything else.

Looks like Safety Stan, the Grocery Man is going to be in business for a long time to come.

A Tragic Accident

Careful Traffic Analysis Might Have Prevented It!

In order to establish regulations which will definitely control the flow of traffic at specific points, it is necessary to *carefully analyze* the type, volume, directional flow and peaks of traffic . . . a most exacting assignment!

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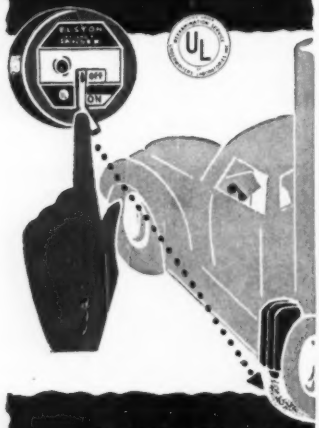

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Get Ready for Winter

From Page 17

in helping to combat the increased hazards of winter driving, traffic officials should first of all see that there is no let-up in enforcement activities during the winter months just because there is a decrease in traffic. As the death rate goes up, enforcement activities need to be stepped up.

Many traffic accidents are readily excused as unpreventable because skidding on ice or snow was a contributing factor. However, drivers who fail to exercise proper precautions on slippery surfaces should be held responsible for accidents involving their skidding vehicles.

Violations of parking regulations, particularly parking in a lane of moving traffic, can be especially hazardous on slippery pavements. Attempts on the part of approaching drivers to stop or to swerve suddenly often result in skidding accidents.

Many cities have now adopted no-parking ordinances during snowstorms on busy thoroughfares in order that snow plows can immediately get to work and keep traffic moving. Violations of such ordinances may actually result in slowing down all traffic and inconveniencing thousands of drivers, indirectly leading to numerous accidents. These violations, whatever the excuse, need to be dealt with sternly and surely.

Education

Last but not least, the public official must educate drivers as to their own responsibility in preventing winter accidents.

If nothing else, the Committee's tests have shown that the most striking difference between winter driving and any other driving is that on slippery surfaces the driver simply cannot stop on a dime. These tests have shown, for instance, that a car with good brakes traveling at 20 miles per hour can be brought to a stop in about 20 feet on dry concrete, but that it will take 70 feet to stop on packed snow, 110 feet on a very cold "dry" ice, and as much as 250 feet on a very slippery "wet" ice.

Based on these values, the theoretical braking distance from a speed of 40 miles per hour is about 80 feet on dry concrete, but somewhere around 1000 feet on the slickest ice. Very few drivers have any real conception of the significance of this, and as a consequence, they fail to adjust their driving speeds accordingly. Even in those states that do not have ice and snow, trying to stop on some "slippery when wet" surfaces can be just about as bad as on packed snow.

The following are the fundamental safe driving rules developed by the Committee on Winter Driving Hazards around which an educational program should be based:

1. When starting out, get the "feel" of the road by trying the brakes or "gunning" the motor while driving slowly and when no other vehicles are near, to see how easy it is for the wheels to slide in stopping or accelerating.

2. Adjust speed to conditions. A good guide to follow is the speed pattern set by the majority of drivers. On slippery surfaces and when visibility is poor, conservative speeds are imperative for safe driving. On glare ice, the recommended maximum safe speed for vehicles not equipped with tire chains is in the range of 15 to 20 miles per hour.

3. Keep the windshield and win-

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dows clear of outside snow and ice and inside fog and frost at all times. Good lights in proper adjustment, adequate heater-defroster units or frost-shields, and good windshield wipers are all helpful in increasing visibility. Opening the side windows helps, too, in preventing the formation of fog and frost. Since rear vision is as important during the winter as in other seasons, the rear windows should have a frost-shield, or outside rear-view mirrors should be used.

4. Use tire chains for severe snow and ice conditions. They are the most effective and practical form of self-help for the motorist in increasing traction. Tests have shown that they reduce braking distances on snow and ice about 40 to 50 per cent and provide needed "go" traction. Even with the help of tire chains, reduced speeds are a must. While some of the winterized and mud-snow tires which have been used rather widely during recent years do show definite improvement for specific conditions over conventional tires, their overall improvement is not great enough to warrant less care or precaution when driving on slippery surfaces. As an example, the stopping distance on glare ice of the best specialized tire tested is still about 8 times the normal stopping distance on dry concrete.

5. Use an intermittent (pumping) brake application. Normal application of brakes on icy or snowy surfaces may lock the wheels and throw the vehicle out of control. For other than emergency stops, therefore, it is very important for drivers to use their brakes sparingly and with a minimum of pressure on the foot pedal. For an ordinary stop on a slippery roadway, brakes should be applied with a light pressure of the foot until the point of skidding is impending—then release and applied again in a like manner. This intermittent application will help prevent the wheels from locking, thereby losing directional control. For an emergency, however, a considerably shorter stop can be made by pumping the brakes with a very hard and rapid brake application. While this may at first be very difficult for the average driver, tests have shown that this method is the proper procedure for obtaining the shortest possible bare tire stops on glare ice.

6. Follow other vehicles at a safe distance. A recommended practice is to follow other vehicles at a distance which will permit a stop or allow ample room for maneuvering even if the vehicle ahead should suddenly come to a complete standstill. This is especially important on icy and snowy roadways where multiple collisions frequently occur due to insufficient spacing between vehicles moving in the same direction.

NUTI Offers 32 Grants to Police

The Traffic Institute of Northwestern University has announced that 32 grant-in-aid awards are available to police departments to enable them to send officers to the 1952 spring course in traffic police administration.

The Kemper Foundation for Traffic Safety, Chicago, will provide eight $650 fellowships and eight $250 tuition scholarships for municipal police officers, and the Automotive Safety Foundation, Washington, D. C., will provide the same number and type of awards for state and county police officers.

Police officers are selected for the traffic police administration course on a competitive basis. To be eligible to compete for admission and for award consideration, the applicant must:

1. Be a police officer in active service in a municipal, township, county, state, or provincial agency.
2. Have had at least three years' police experience.
3. Have the approval of his superintendent, commissioner, or chief of police.
4. Be assured of a leave of absence (or equivalent temporary special status) from his department, during which his salary will be paid.
5. Have the assurance of his superior that he will be returned to active service upon completing the course.
6. Agree to return to his department for at least three years.
7. Be in good health and physically fit.

Final selection of candidates is made by a Selection Board composed of representatives of Northwestern University, the International Association of Chiefs of Police, the Kemper Foundation for Traffic Safety, and the Automotive Safety Foundation. Before the Selection Board meets, all applicants are given examinations and are interviewed by Institute staff members.

There is no limit on the number of applications a police department may submit.

The spring course begins February 7, 1952, and continues through June 16. Applications for this course must be submitted to the Traffic Institute, 1704 Judson Ave., Evanston, Ill., by November 1, 1951.

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TRADE PUBLICATIONS

There is a wealth of valuable and interesting information in the catalogs and publications listed below. They form splendid additions to your reference library, affording an opportunity to keep abreast of safety equipment. The coupon below will bring FREE to those responsible for the recommendation or purchase of equipment any or all of the catalogs listed.

1. **Street Signs:** Illustrated catalog on street name signs made of aluminum, with high visibility either day or night. *Lake Shore Pattern Works.*

2. **Super Sirens:** Information on emergency warning sirens for big and small city areas. These sirens come in rotating, stationary or vertical sizes, with carefully timed revolutions which spread a coverage of sound in all directions with equal and maximum intensity. *H. O. R. Company, Inc.*

3. **Playground Equipment:** Catalog of recreational and playground equipment of all types for parks, public grounds or gymnasiums. Features a variety of swing sets, combination slide units, steel tennis nets, park benches, etc. *American Playground Device Company.*

4. **"More Effective Police Power":** Brochure illustrating motorcycles in their roll of law enforcement. Varied uses of the police motorcycle are described for duty at busy intersections, school crossings, highways and expressways, fires and accidents, parades and special events, and residential areas. *Harley-Davidson Motor Company.*

5. **Atomic Energy Field Equipment:** Booklet No. G-10 describes equipment directly concerned in the atomic energy field. Respiratory and air sampling equipment, ventilation accessories, protective clothing, materials for contamination control, automatic artificial respiration instruments, etc. *Mine Safety Appliances Company.*

6. **Parking Meter:** Literature on parking meters for efficient and orderly parking. Designed to reduce chance of theft and malfunction due to breakage and bad weather conditions. Easy operational procedure. *M. H. Rhodes, Inc.*

7. **Highway Crossing Signals:** Illustrated catalog on the Model-10, Highway Crossing Signal Assemblies which meet the specifications and requirements of the Association of American Railroads, Signal Section, and of every State having specifications applying to grade-crossing protection. *Western Railroad Supply Company.*

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Denominator Co., Inc. 37
Econo Signs, Inc. ..... I.F.C.
Forbes Stamp Co. 39
Graubards 29
Harley-Davidson Motor Co. 1
Highway Safety Appliances, Inc. .. 38
National Safety Council 30-31
Rhodes, M. H., Inc. 2
U. S. Treasury Dept. ..... I.B.C.
Weaver Mfg. Co. ..... B.C.
Young America Films 38

AAMVA to Sponsor Four Regional Training Courses

The American Association of Motor Vehicle Administrators will sponsor a series of four regional training courses for instructors of driver license examiners.

The courses will be conducted for the AAMVA by the Traffic Institute of Northwestern University on college campuses in the East, Midwest, South and West, beginning in September. They will be financed through a grant from the Farmers Insurance Group Safety Foundation, Los Angeles, Calif., and Association funds.

First course will be held September 17-28 at Northwestern University, Evanston, Ill. This will be for examiner-instructors of driver license agencies in Region III of the American Association of Motor Vehicle Administrators. Others are scheduled for October 15-26, Northeastern University, Boston, Mass. for Region I; November 5-16, University of Alabama, University, Ala. for Region II; and December 3-14, University of California, Berkeley, Calif. for Region IV (this course will be conducted at University Extension Center, San Francisco).

"The purpose of these courses is to provide professional instruction for the men charged with the training of new personnel for the very important jobs of driver license examiners and for carrying on in-service training and refresher courses," said L. S. Harris, executive director of the AAMVA, in announcing the courses.

"This type of training has never before been offered, and we are pleased to make this service available to driver licensing agencies. In so doing we are helping to effect one of the major recommendations of the President's Highway Safety Conference — that of providing professionally trained personnel for traffic safety work."

The courses will be under the direction of Glenn V. Carmichael, member of the training staff of the Traffic Institute and one of the country's top authorities on driver license examiner training. Mr. Carmichael also serves as director for the courses conducted annually by the AAMVA at Northwestern University for chief driver license examiners. The first of four courses was conducted in March of this year.

The regional courses are offered for any state or local governmental agency which has the responsibility for examining drivers for licenses. Emphasis in the courses will be on teaching techniques, rather than on examining procedures. There will be no tuition charge, and there is no limit to the number of representatives an agency may send to a course. Each agency will pay the travel and living expenses of its representative while in training.

Each course will have 60 hours of instruction during a two-week period. Major subjects to be covered are:

1. Traffic Safety and its Component Parts.
   (The nature of the driver, his limitations; the part driver licensing plays in accident prevention)
2. Techniques of Examining.
   (Detection of hidden faults in driver-applicants that may lead to accidents; what distinguishes a good examiner from a poor one)
3. Procedures of Teaching.
   (Breaking-in the new employee correctly; instructional aids tailored to fit individual state needs will be developed in the course)
4. Testing and Reporting to the Supervisor on Ability and Progress of the Trainee.
   (Time to determine if new man is going to be satisfactory is during training period, not after he is on the job)
5. In-service training and refresher courses.

Cooperating in the conduct of the course at the University of California are the Institute of Transportation and Traffic Engineering and University Extension. At the University of Alabama, the Vocational Industrial Education Service of the State Department of Education will cooperate.

Further information about the regional training program may be obtained from the American Association of Motor Vehicle Administrators, 912 Barr Building, Washington 6, D. C.

Evanston Meters Raised $126,292 Last Year

Evanston, Ill., street and lot parking meters—there were 1,482 as of December 31, 1950—took in $126,292 last year in pennies, nickels and dimes.

Medal of Honor

Sergeant Charles Turner, of Boston, Massachusetts—Medal of Honor, Korea. On September 1, 1950, near Yongsan, Korea, Sergeant Turner took over an exposed turret machine gun on a tank. Despite fifty direct hits on the tank, he stayed by his gun and destroyed seven enemy machine gun nests before he was killed.

You and your family are more secure today because of what Charles Turner did for you.

Sergeant Turner died to keep America free. Won't you see that America *stays* the land of peace and promise for which he gave his life? Defending the things he fought for is *your* job, too.

One important defense job you can do *right now* is to buy United States Defense* Bonds and buy them regularly. For it's your Defense Bonds that help keep America strong *within*. And out of America's inner strength can come power that guarantees security—for your country, for your family, for *you*.

Remember that when you're buying bonds for national defense, you're also building a personal reserve of cash savings. Remember, too, that if you don't save *regularly*, you generally don't save at all. Money you take home usually is money spent. So sign up today in the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you bank. For your country's security, and your own, buy U. S. Defense Bonds now!

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